THE MONTHLY ANALYSIS OF STATE GOVERNMENT AND POLITICS NOVEMBER 1985 $2.50

CALIFORNIA Journal

Hooray for Hollywood!

STARRING (IN ALPHABETICAL ORDER) — ED ASNER, PATTI DUKE ASTIN, JERRY BROWN, WILLIE BROWN JR., BILL CAMPBELL, ED DAVIS, ZSA ZSA GABOR, MARIETTE HARTLEY, TOM HAYDEN AND JANE FONDA, GEORGE MURPHY, STEVE PEACE, RONALD REAGAN, DAVID ROBERTI, MIKE ROOS, LORETTA SWIT, ART TORRES, JOHN VAN DE KAMP, ANDY WILLIAMS, GRETCHEN WYLER, JOHN VASCONCELLOS — AND A CAST OF THOUSANDS!!!

CAMEO APPEARANCES BY ELIZABETH TAYLOR AND BURT LANCASTER!!!

PG | PARENTAL GUIDANCE ADVISED

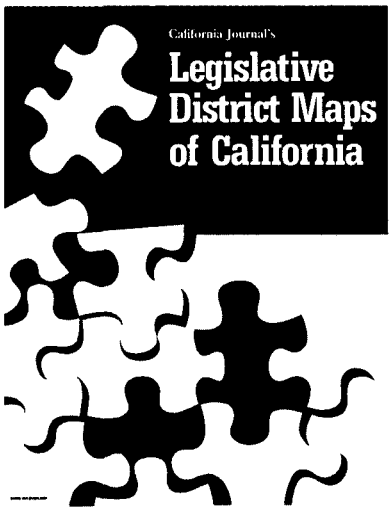
FILMED IN POLIVISION, COPYRIGHT MCMLXXXV, A MEDIA GLAMOUR MONEY PRODUCTION

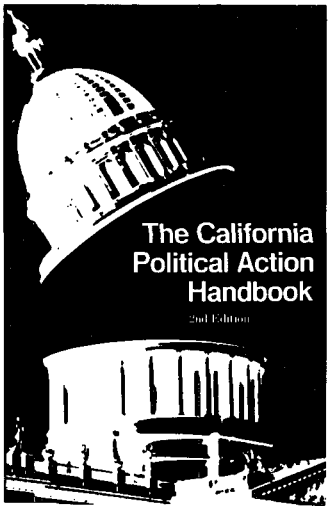
LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

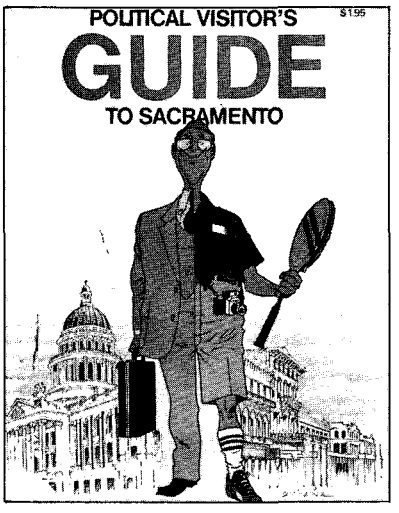
Nobody does it better — or cheaper

CALIFORNIA JOURNAL'S POLITICAL POWER PAMPHLETS

Three inexpensive booklets from **California Journal** can turn any group into a political powerhouse. These guides tell you who to contact (Legislative District Maps), how to find them (Visitor's Guide) and how to persuade them (Action Handbook). And in quantities over 100 the three booklets **together** cost less than $2.00 with tax.







Legislative District Maps of California. Newly updated description of every Assembly, state Senate and Congressional district in California, including registration data and 10 maps. Also includes a brief history of reapportionment for the decade of the 80s. Price for this 8½ x 11", 16-page booklet: $1.50 ea.; 2-9 copies, 95¢ ea.; 10-49 copies, 75¢ ea.; 50 or more copies, 50¢ ea.

The California Political Action Handbook, Second Edition. This guide to the political game in Sacramento answers these questions: How can an organization or an individual win in Sacramento? What tactics should be applied when legislative emergencies arise? How can the bureaucracy be penetrated? How can elections be won? Price for the 32-page 5½ x 8½ handbook: $2.50 ea. or 2-10 copies, $1.95 ea.; 11-49 copies, $1.50 ea.; 50-99 copies, 95¢ ea.; 100 or more, 80¢ ea.

Sacramento Political Visitors Guide. A 20-page, four-color guide for persons visiting the capital for the purpose of making their voices heard in the political process. Contains maps of the downtown area and the Capitol building, information on the legislative process, where to wine and dine, places to stay and how to get around. 8½ x 11, 1985. $1.95 ea.; 2-49 copies, 99¢ ea.; 50-99 copies, 74¢ ea.; 100 or more, 49¢ ea.

Please add sales tax to all orders. Send your check, or VISA or MasterCard number to:
California Journal Press, 1714 Capitol Avenue, Sacramento, California 95814

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

THE MONTHLY ANALYSIS OF STATE GOVERNMENT AND POLITICS
CALIFORNIA Journal

VOLUME XV, NUMBER 11 NOVEMBER 1985

PRESIDENT AND PUBLISHER
Thomas R. Hoeber
EDITOR
Richard Zeiger
MANAGING EDITOR
A.G. Block
ART DIRECTOR
Chris Van Overloop
BUSINESS MANAGER
Barbara Aguirre
EDITORIAL ASSISTANT
Karin Petersen
PUBLISHER'S REPRESENTATIVE
Colt Stewart
WASHINGTON CORRESPONDENT
Leo Rennert
CONTRIBUTING ARTISTS
Paul Duginski, Steve Greenberg, Tom McGee
STAFF: Hope Tuttle, Mary E. Gillis
Robin Robinson
COUNSEL: Conrad Lee Klein

CALIFORNIA JOURNAL is a non-partisan, non-ideological analysis of California government and politics established in 1970 and published monthly by The California Center, a non-profit, public-benefit corporation.

The *Journal* is indexed in Public Affairs Information Service, New York Times Information Bank, Sage Urban Studies Abstracts, Urban Affairs Abstracts, Public Issues Index and California Periodicals Index.

California Journal (ISSN 00081205) is published monthly. Subscription rates: Libraries and Government Agencies, $39; Corporations and Associations, $75; Special Individual Rate, $24.95. Address all inquiries to California Journal, 1714 Capitol Ave., Sacramento, California 95814. Telephone (916) 444-2840. Copyright 1985 by The California Center. Second class postage paid at Sacramento. POSTMASTER: Send address changes to CALIFORNIA JOURNAL, 1714 Capitol Ave., Sacramento, CA 95814.

BOARD OF DIRECTORS
ROSELLEN KERSHAW, chairperson, former president, California Division, AAUW, Fresno.
E. L. LAMMERDING, vice-chair, chairman of the board, Sierra Resources Corporation, Sacramento.
DAVID CRIPPENS, vice president for national productions, KCET, Los Angeles.
LOU GARCIA, deputy city manager, San Jose.
STEPHEN D. GAVIN, Gavin, Abel & Flanigan, Inc., Los Angeles.
R. WILLIAM HAUCK, executive vice president, Public Affairs Information, Sacramento.
THOMAS R. HOEBER, publisher, *California Journal*, Sacramento.
GARY H. HUNT, vice president and assistant to the chairman, board of directors, Irvine Company.
KENNETH L. KHACHIGIAN, attorney, San Clemente.
JOANNE CORDAY KOZBERG, Los Angeles.
EUGENE C. LEE, director, Institute of Governmental Studies, University of California, Berkeley.
ROBERT T. MONAGAN, president, California Economic Development Corp., Sacramento.
VIGO G. (CHIP) NIELSEN, attorney, Nielsen, Hodgson, Parrinello & Mueller, San Francisco.
RICHARD T. SILBERMAN, former state finance director, San Diego.
GERALD L. WARREN, editor, *The San Diego Union*, San Diego.

CONTENTS

See page 452

See page 462

Hollywood *by Gary Sandy and A.G. Block* **445**

Politicians and Hollywood celebrities are each others' groupies, and no where is this more evident than in the state Legislature.

Iffy, iffy answers *by Robert Forsyth* **449**

Governor George Deukmejian has raised to an art form the dodging of questions from reporters.

A commission in disarray *by Rebecca LaVally* **452**

Squabbles between Deukmejian appointees and Jerry Brown holdovers have crippled the state's commission on women.

John Lewis *by Anne Richards* **455**

Although he keeps a low profile in the Assembly, Republican John Lewis is one of the GOP's top campaign strategists.

Wherefore art thou, Jerry Brown? *by James Carroll* **458**

California's former governor has kept out of sight since losing a Senate race in 1982, but there are signs that the wraps are coming off.

International trade *by Niels Erch* **462**

Lawmakers are creating a flurry of bills involving overseas trade, but they've drawn fire from an unexpected quarter.

Valley Democrats *by Jim Boren* **469**

In the great Central Valley, they grow Democrats who often look and sound a lot like Republicans.

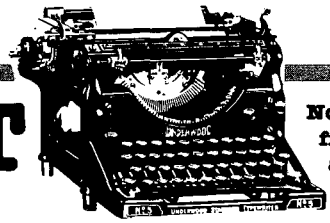
Legislative wrap-up *by Richard Zeiger* **472**

Governor Deukmejian can look back on 1985 as a year which saw him blunt criticism that he can't get anything through the Legislature.

Up Front 442
Ballot front 477
Rostrum 466
Capitol Month 474
Roll Call 476
Jeff Raimundo 480

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

UP FRONT



Notes and Items from Contributors and the Journal Staff.

Before Conway Collis ran for office, the Board of Equalization member was known as a fund-raising wizard for U.S. Senator Alan Cranston (see "What makes Conway run?" *CJ*, June 1985). Thus it's a bit ironic that as of June 30th, Collis still had a $490,013 deficit left over from his 1982 election, according to a report issued by the Fair Political Practices Commission. That represents two-thirds of the entire cost of his campaign, most of which was financed by a series of bank and personal loans. Collis, who faces reelection in 1986, plans to have the entire deficit paid off by the end of this year, says his deputy, John Meade. Meade adds that Collis has raised more than $400,000 over the past two years, but that the bulk of the money has gone for interest on the loans. Collis has now hired a private firm to handle fund-raising chores.

"The Moxie has arrived." That cryptic message was recently sent by Jock O'Connell, an aide to Leo McCarthy, to Bob Taylor, former deputy press secretary to George Deukmejian. Some secret code for trading information between a Republican governor and a Democratic lieutenant governor? Hardly. It meant that a special shipment of a distinctive soft drink — Moxie — had arrived from Lisbon Falls, Maine. Moxie is sold almost exclusively in New England, and O'Connell and Taylor are organizing a nostalgic party for transplanted New Englanders who grew up sipping the potent brew. Frankly, they're the only ones who can handle it, for Moxie tastes like a combination of Dr. Pepper and asphalt.

Former California lobbyist Paula Treat, now plying her trade for the realtors of Nevada, took offense with our reporting of the Barracuda awards bestowed annually by Saratoga Republican Assemblyman Ernest Konnyu. First of all, she notes that Democratic Assemblywoman Maxine Waters of Los Angeles is not the first woman to receive an award, only the first woman legislator to be named. Treat said she was the first woman honored. But more important to Treat was our failure to distinguish the criterion for the lobbyist's award. While lawmakers or administrators may be honored by Konnyu because they are "hardest to deal with," the lobbyist gets the nod because he or she is "hardest to say 'no' to."

Congressman Tony Coelho's bid to become majority whip of the U.S. House of Representatives received a boost recently when one of his two chief rivals stumbled. Coelho, a Merced Democrat, wants very much to be number three in House hierarchy once Speaker Tip O'Neill retires. Before last month, his main competition came from Representatives Charles Rangel of New York and Bill Alexander of Arkansas. But Alexander may have self-destructed in early September after an embarrassing junket to Brazil. According to the *Washington Post*, Alexander requisitioned an Air Force plane to fly what he said was a delegation of congressmen to Brazil. When the plane took off, however, Alexander was the only lawmaker aboard. His family went along, as did a few aides on what the *Post* reported was a $50,000 junket.

Attorney General John Van de Kamp gets no respect. During a recent hearing before the Legislature's Joint Prisons Committee, a dispute arose over whether or not the attorney general had issued an opinion on a particular issue to the Department of Corrections. Department officials said they had "an oral opinion," which prompted Republican state Senator Ed Davis to comment: "My experience has been that those oral opinions of the A.G. are not worth the paper they're written on."

(Bob Holmes, Sacramento)

Steven Merksamer didn't get much respect either, at least not in the pages of the *San Jose Mercury News*. Merksamer penned an op-ed opus that appeared in the paper's September 23rd edition. But the reader had to use an electron microscope to know who wrote it; the by-line was half the size of that for David Broder, whose column appeared just below Merksamer's piece.

Los Angeles City Councilman Gilbert Lindsey was acting mayor for a couple of days last month, only he almost missed the entire thing. Lindsey, who is fourth in line of succession for the top spot, had his crack at the job because Mayor Tom Bradley was in South America, Council President Pat Russell was in San Francisco and Council President Pro Tem Joan Flores was out of town in parts unknown. Trouble was, nobody bothered to tell Lindsey (next in line because he has been councilman longer than anyone else) until they needed something signed. Lindsey then reportedly made the most of things, ordering up photographs of the occasion and calling out for aides to "give me something to sign."

(David Asper Johnson, Marina del Rey)

Our Larry Thomas story-of-the-month involves Francis Boyd, who recently retired after 18 years in the governor's press office. She had arrived during Ronald Reagan's administration and been kept on board by both Jerry Brown and George Deukmejian. But, quipped the governor, although Francis survived countless bosses, Press Secretary Thomas gets the dubious honor of speeding her toward a decision to call it quits.

(Deborah Pacyna, KXTV, Sacramento)

Who says that one vote doesn't matter? This past August the San Ysidro School District held a recall election against three board members — Alberto Armas, Sandy Lopez and B. Toby Mange. The final tallies (both from a computer and hand-conducted recount): Armas, 407 "yes," 407 "no;" Lopez, 407 "yes," 407 "no;" Mange, 405 "yes," 386 "no." Because a clear majority of votes was needed to oust a board member, only the recall against Mange succeeded.

(Bill Irvine, San Diego)

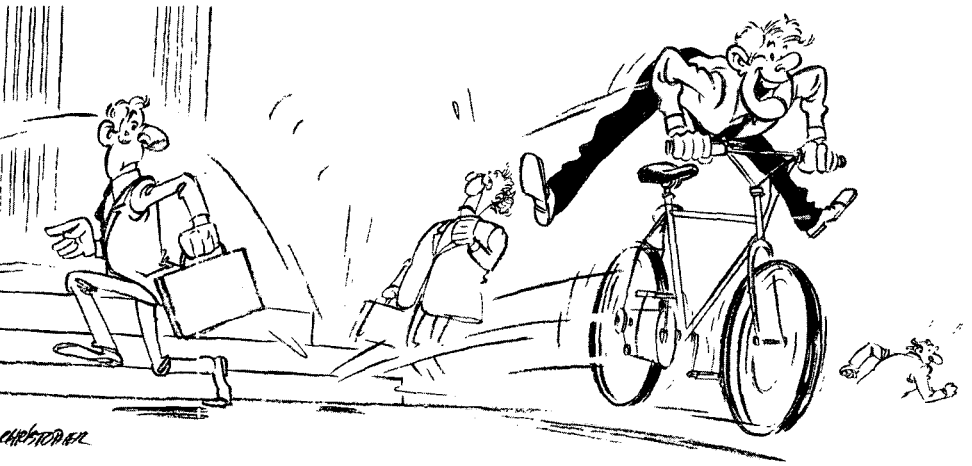
Governor George Deukmejian as stand-up comic (as told to the Senior Legislature): "A surgeon, an architect and a politician were having a discussion about which of them belonged to the oldest profession. Noting that Eve in the Garden of Eden had been created from Adam's rib, the surgeon said that obviously his was the oldest because taking a rib involved surgery. The architect, however, insisted that since the Bible said that in creating the earth, God had created order out of chaos, that represented an architectural job — so his was the oldest profession. But the politician said that the architect only proved that politics was the oldest. 'Who do you suppose created the chaos to begin with,' he said."

It isn't known whether the governor thought this joke up himself, or commissioned it from the same anonymous — but light-hearted — scribe who penned him a veto poem.

(Charley Roberts, Sacramento)

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Did you know that the state Capitol doubles as a practice course for mountain bicycles? At least it does for Ryan Hamilton, a lobbyist with the Forest Protective Association. Mountain bikes are those fat-tired jobs suitable for four-wheel-drive roads and mountain trails, and Hamilton likes to practice for the wilds by soaring off the Capitol's west steps. The west side, says Hamilton, is perfect because there are two sets of stairs "where you can get four feet of air in two swift jumps." The



object of the game, he says, is not to hit any lobbyists — unless they represent the opposition on a particular bill. Is it dangerous? No, assures the young daredevil, although he admits to crashing once and tearing up his favorite Brooks Brothers trousers "in a revealing place."

Crimestoppers textbook, legislative division. Occasionally, crime turns up where you least expect it. For example, Nancy Marshall, a secretary for a joint legislative committee, caught an alleged would-be thief under her desk, rifling her purse. The diminutive Ms. Marshall gave the six-foot-tall man a verbal hammerlock ("Now you just stay right there.") that held him at bay until assistance arrived. Marshall works for the Joint Committee for Revision of the Penal Code. The office is next door to the Joint Legislative Prison Committee and only one floor below the Assembly Public Safety Committee.

(Barbara Hadley, Sacramento)

Two new magazines debuted on the same weekend last month in the state's two largest Sunday newspapers. *The Los Angeles Times* unveiled its *Los Angeles Times Magazine*, which replaced the moribund *Home*, and the *San Francisco Chronicle and Examiner* published the first issue of *Image*, which replaced *California Living*. Both the new publications are on slick paper and bear a striking resemblance to up-scale city magazines such as *Los Angeles*, *San Francisco* and *California*. Lest anybody miss the connection, the *Times* subtitled its new effort "People, Places, Pleasures" while the *Examiner*-edited effort is simply subtitled, "The Magazine of Northern California." Both publications eschewed the in-depth reporting of Sunday newspaper magazines such as one published by the *New York Times*. Instead, both contain "soft" features. *The Times*, for example, has a peek inside the house of TV talk-show hostess Melody Rogers, while *Image* has an article of paramount importance to that city: Why single women who live there have so much trouble finding an unmarried, heterosexual male.

While on the subject of magazines, astute readers will notice that the *California Journal* has its first full-color cover. We also have our first full-color advertisement on the back cover. These two events are not unrelated. We expect to be running more color in future issues of the *Journal*. The intellectual content will remain the same.

***California Journal* joined** a group of journalists traveling in the Soviet Union recently. One of our Soviet colleagues told a story that best describes the difference between reporting in the USSR and in the USA: "An American journalist was criticizing his Soviet counterpart saying, 'Unlike you, we are free in the US to say anything we want about the president of the United States, and you're not allowed to do likewise.' The Soviet responded, 'You're wrong. We *are* free to write whatever we want about your president.' "

One of the participants on the trip was Barbara O'Connor, professor of communication studies at CSU Sacramento and media advisor to Lieutenant Governor Leo McCarthy. O'Connor is determined to stop smoking, so much so that she has promised to donate $100 to the campaign of potential McCarthy opponent Senator H.L. Richardson if she smokes again before the election. Wouldn't McCarthy be surprised to see his advisor's name on his opponent's donor list? And if she had any thoughts about quietly abandoning her vow, this item should secure a legion of monitors to keep O'Connor honest.

Rusty Schweickart, the former astronaut and former poobah at the California Energy Commission, recently helped organize a gathering of space veterans from both sides of the Iron Curtain. Held in Cernay, France, during the first week of October, the conclave of 25 fliers from 13 countries established the Association of Space Explorers. Members say they plan to promote international cooperation in the exploration and use of space.

State Senator Paul Carpenter has assumed powers not enjoyed by colleagues in the upper house, at least according to the California Manufacturers Association. In its September 27th newsletter, CMA summarized what had happened to various bills it tracked during the year. One, SB1030, was Carpenter's and became law after it was "signed by author." All other bills required the governor's signature.

(Melinda Parsons, Sacramento)

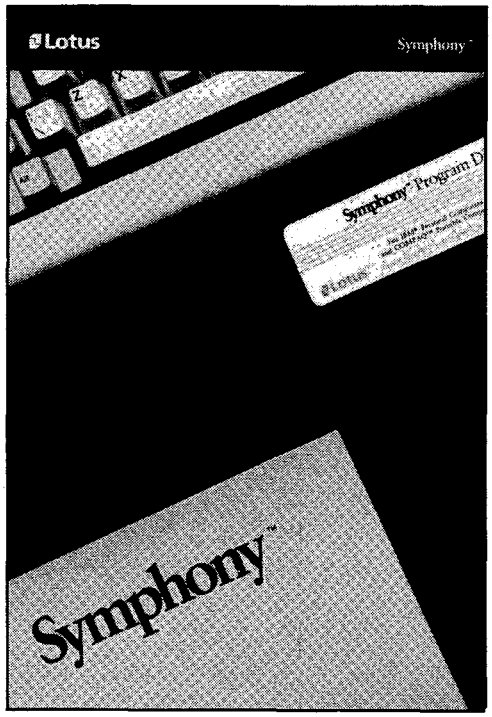
Come across a blurb lately that's nosy, newsy or smart-alecky about California government, politics or politicians? Share it with the Journal. *We pay up to $25 for entertaining tidbits published in "Up Front," so rush your items to Up Front, 1714 Capitol Avenue, Sacramento 95814. Sorry, submissions cannot be returned.*

"As scarce as truth is . . . the supply has always been in excess of the demand."
— Josh Billings

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

SYMPHONY™ UPGRADE ON SCHEDULE?

ONLY FROM TECHNOLOGY SERVICES!



Those who use Symphony know how brilliantly Lotus® Development Corporation has harmonized the five most popular office software functions in a single package: worksheet, word processing, database, graphics, and communications.

Newly upgraded Symphony 1.1™ extends those capabilities even further, making them easier to use. And for government personnel, TSI makes getting a copy of this upgrade even easier!

TSI steps in to save you time and trouble.

Technology Services has arranged a unique agreement with Lotus and GSA. Not only can you order your Symphony Upgrade straight from TSI, but you can buy it on Schedule. It's only a phone call away.

Forget the hassles of petitioning for cash payments, or getting a check cut "right away." You can order your upgrade from TSI quickly and easily. And our advanced purchase order tracking system, large inventory, and knowledgeable sales representatives ensure the prompt receipt of your order. Call us for details.

Extended capabilities through an extensive upgrade.

Symphony 1.1 gives you easy, menu driven installation. Its flawless support of the extended memory specification developed by Lotus and Intel allows you to utilize up to four megabytes of memory, with no extra effort. And a sophisticated new Macro Library Manager allows you to store your macros independently of the worksheet, so you don't have to build a new macro for each application.

The upgraded Symphony also supports arithmetic co-processors, (both the 8087 and 80287), so it's faster than ever. Of course, top word processing features like the Text Outliner and Spelling Checker continue to be supported; and look for the new Symphony Link™ for communicating with your mainframe, within the familiar Symphony environment.

Want to know more? Call TSI today for details: (703) 354-8668.

Technology Services, Inc.℠

"The Government Software Center"

Western Regional Office:
1401 21st Street, Suite 308, Sacramento, CA 95814

916/443-6193

Eastern Regional Office: 703/354-8668 FTS Users: 202/354-8668

Schedule B GSA Contract No. GS00K85AGS5150 Schedule C GSA Contract No. GS00K85AGS6059

Lotus

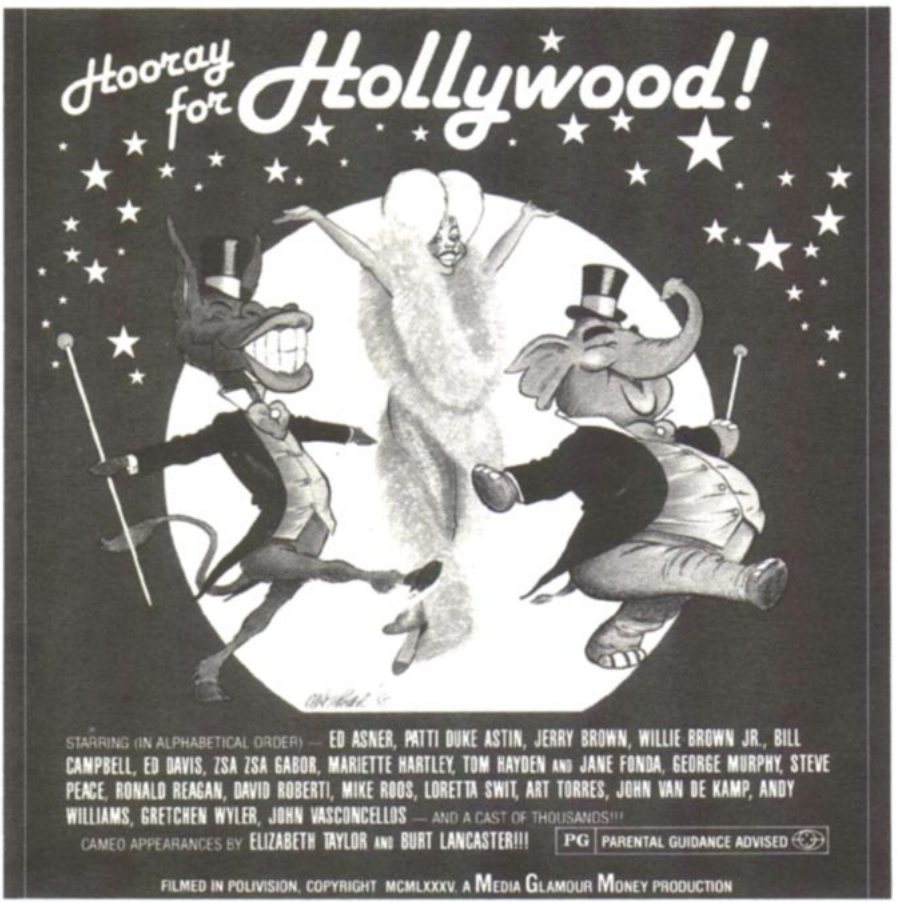
The trademarks and registered trademarks shown are proprietary to their respective manufacturers.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

By GARY SANDY and A.G. BLOCK

Back on June 18, 1984, the Assembly Judiciary Committee took up a special-interest bill affecting very few Californians. What's more, the hearing dissolved into a tussle over legal technicalities that droned on for more than two hours.

But the hearing drew a wall-to-wall crowd of reporters, Capitol staffers, lobbyists and many more lawmakers than sat on the committee. It also drew eight television crews — two more than had covered debate over the state budget a few days earlier. Few in the crowd cared about SB613, sponsored by GOP state Senator William Campbell of Hacienda Heights. They had come to get a glimpse of two star witnesses promoting it — Elizabeth Taylor and Burt Lancaster.


Hooray for Hollywood!
STARRING (IN ALPHABETICAL ORDER) — ED ASNER, PATTI DUKE ASTIN, JERRY BROWN, WILLIE BROWN JR., BILL CAMPBELL, ED DAVIS, ZSA ZSA GABOR, MARIETTE HARTLEY, TOM HAYDEN AND JANE FONDA, GEORGE MURPHY, STEVE PEACE, RONALD REAGAN, DAVID ROBERTI, MIKE ROOS, LORETTA SWIT, ART TORRES, JOHN VAN DE KAMP, ANDY WILLIAMS, GRETCHEN WYLER, JOHN VASCONCELLOS — AND A CAST OF THOUSANDS!!!
CAMEO APPEARANCES BY ELIZABETH TAYLOR AND BURT LANCASTER!!!
PG PARENTAL GUIDANCE ADVISED
FILMED IN POLIVISION. COPYRIGHT MCMLXXXV. A MEDIA GLAMOUR MONEY PRODUCTION

Taylor and Lancaster never got to testify; committee chairman Elihu Harris confined debate to legalese that was beyond either celebrity. Not that the visit was entirely wasted; a plethora of photos was taken featuring the two Academy Award winners arm-in-arm with various members of the Legislature.

The appearance of celebrities like Taylor and Lancaster highlights the ever-growing romance between Hollywood and California politics — two worlds with much in common. Both play significant roles in the state's economy, both involve glamour and the mystique of charisma, both attract a diverse and entertaining cast of characters who live in a fish bowl and both often emphasize personality over substance.

In a sense, politicians and Hollywood celebrities are each others' groupies. For the celebrity, the politician offers entree into the real world where real people wield real power. For the politician, especially at the state level, the celebrity offers publicity for a politician's campaigns and causes and entree into the entertainment industry where campaign contributions can be mined.

This romance has roots that date back to the movie industry's infancy in California. Early on, movie idols were used as political tools to help mobilize public opinion on behalf of one cause or another. During World War I, for instance, stars like Charlie Chaplin, Douglas Fairbanks and Mary Pickford stumped for the sale of government war bonds. In 1934 Hollywood studios lent their biggest names — like James Cagney and Jean Harlow — for the campaign to defeat Upton Sinclair, the Democratic candidate for governor (see "Sinclair vs. Merriam," *CJ*, November 1983).

The cross-over between Hollywood and California politics reached its zenith in 1967 when former actors Ronald Reagan and George Murphy served as Republican governor and U.S. senator, respectively. It continued throughout the glitz-coated administration of former Democratic Governor Jerry Brown. Even now the Republican Party would dearly love to revive the tradition by nominating actor Charlton Heston to run against incumbent U.S. Senator Alan Cranston in 1986.

Today, the entertainment industry continues to be a lucrative source of both money and publicity for politicians, especially members of the California Legislature. In March 1984, for instance, Willie Brown threw himself a 50th birthday party, a black-tie bash in San Francisco where one celebrant was "Dynasty" star Joan Collins. It wasn't Collins' first foray on behalf of the Democratic leadership; in 1983 she had been the feature attraction at Assembly Majority Leader Mike Roos' fund raiser in Los Angeles' Griffith Park. Roos reportedly raised $100,000.

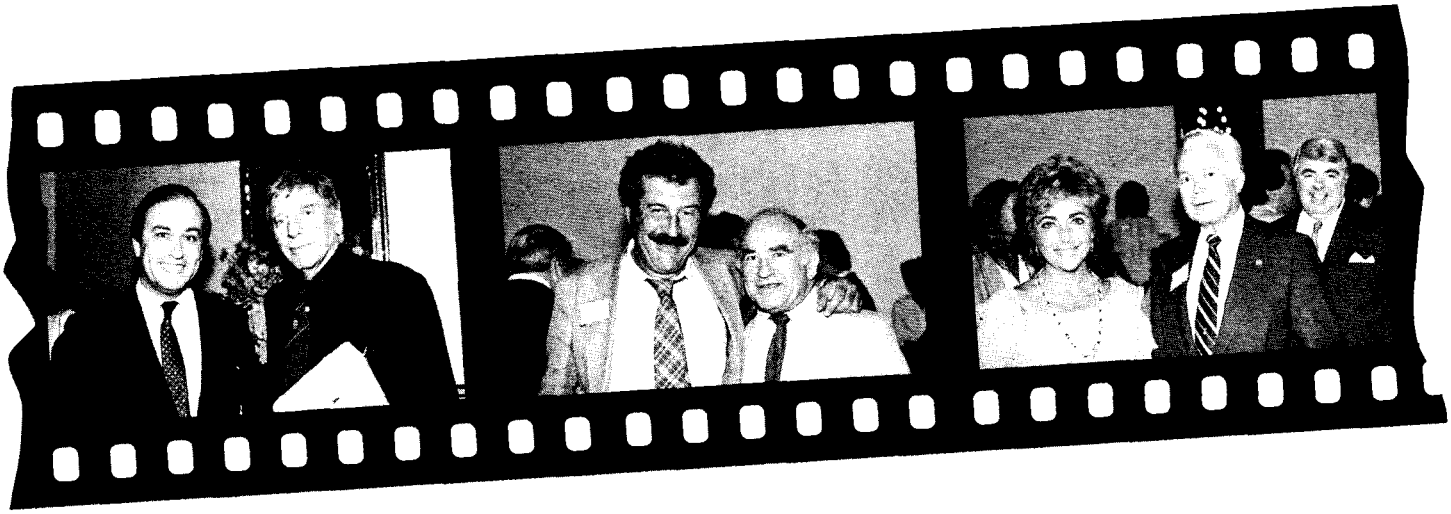
As the 1986 election season approaches, celebrities are again featured lures at campaign events. In October 1985 state Senator Ed Davis, a candidate for the GOP nomination for U.S. Senate, held a fund raiser aimed directly at the Hollywood community and featured as co-chairpersons the likes of Foster Brooks, Zsa Zsa Gabor, Norm Crosby, Andy Williams, Beverly Garland and Chad Everett. Academy Award winner James Stewart also signed a 20,000-piece mailer supporting Davis' candidacy.

(Davis, the former Los Angeles police chief, is the Legislature's only card-carrying member of the Screen Actors Guild, having performed bit roles on television and in the movies. He played, not surprisingly, a police chief. Another lawmaker — Democratic Assemblyman Steve Peace of Chula Vista — is a movie producer whose first and only film, "Attack of the Killer Tomatoes," has become something of a cult hit.)

And then there's Assemblyman Tom Hayden, the Demo-

Gary Sandy is a freelance writer from Davis. A.G. Block is managing editor of California Journal.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



crat from Santa Monica. Hayden, of course, is not a member of the Screen Actors Guild — but wife Jane Fonda is. Fonda's impact on Hayden's political career is something of a two-edged sword. On one hand, it's difficult to imagine that, with his image as a 1960s student radical, Hayden could have been elected to the Assembly in the first place without Fonda to bankroll his campaign. His marriage to Fonda also made Hayden a famous man.

On the other hand, Fonda herself brought Hayden a bundle of political baggage, mostly due to her anti-Vietnam War activity during the 1960s and 70s. Evidence of that baggage emerged in 1979 when former Governor Jerry Brown tried to put Fonda on the California Arts Council. Her appointment was killed by the state Senate on a bi-partisan vote of 25-5.

In the Legislature, Hayden has thus far been mostly successful at overcoming his and his wife's radical reputations. Outside the Legislature, however, Republicans admit that they've been very successful at raising money by raising the spectre of an ultra-liberal Hayden-Fonda political machine.

Republican efforts aside, Hayden has started to use his Hollywood connections on behalf of Democratic candidates nationwide. He's put together an as-yet-unnamed organization which facilitates the use of celebrities to promote these candidacies. According to Hayden, actresses Sally Field and Margot Kidder have participated.

Celebrities can help promote causes for politicians, as well. Occasionally, their presence on behalf of certain bills or issues can draw a battalion of reporters and television crews — as Elizabeth Taylor and Burt Lancaster did last year for Senator Bill Campbell's SB613. (Ironically, Taylor and Lancaster were not brought to Sacramento to add fluff and glitz to the hearing on Campbell's bill. They were directly affected by the measure since SB613 allowed celebrities and their heirs to protect a celebrity's image after death.)

A few years ago, Senate President pro Tempore David Roberti created a major media splash by rounding up M*A*S*H star Loretta Swit and actress Gretchen Wyler to testify on his bill to prevent local animal shelters from selling strays for medical research. Roberti also helped organize Respect Our Animal Rights (ROAR) and signed on an advisory board that read like a movie marquee: Sally Struthers, Tippi Hedren, Richard Basehart, Rhonda Fleming, Margaret O'-Brien, Swit and Wyler (see "ROAR," *CJ*, March 1983).

Earlier this year, Democratic state Senator Art Torres of Los Angeles organized a *tour de force* featuring Ed Asner,

> *"We're always shills for somebody."*
> *— Burt Lancaster*

Mike Farrell, Darryl Hanna and Jackson Browne. The stars travelled to Sacramento to support Torres' resolution changing the status of Central American refugees from "economic" to "political." The event generated considerable publicity, and the resolution passed.

Having a celebrity tout your cause doesn't guarantee success, however. A few years ago, GOP Assemblyman Stan Statham had a prison-work bill stalled in committee. Statham sought help from one of his better-known constituents — singer Merle Haggard. The Redding lawmaker distributed copies of Haggard's autobiography, each personally inscribed to members of the Public Safety Committee and each inscription urging passage of the bill. After receiving their books, committee members took up the bill — and promptly

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

defeated it.

In May 1983 Assemblyman John Vasconcellos, the Democratic chairman of Ways and Means, organized a press conference where he and actress Patty Duke Astin blasted Governor George Deukmejian for slashing funds from various childrens' and family-service programs. The conference attracted a great deal of media attention, but not much response from the administration.

Occasionally, even political magazines round up celebrities to help with promotions. Last year, for instance, *California Journal* issued a 15th anniversary poster featuring actor Ed Asner. And actress Mariette Hartley served as one of the roasters of Attorney General John Van de Kamp during the 1985 "California Roast," sponsored by the *Journal* and CORO Foundation.

Every now and then, a performer can turn the tables and use a prominent politician as a publicity foil. A few months ago, for example, actor Pee Wee Herman visited the state Capitol to promote his film, "Pee Wee's Big Adventure," then showing in Sacramento theaters. While there, he presented Assembly Speaker Willie Brown with a bicycle, feigning disappointment when the speaker refused to ride it for reporters. The event drew much statewide publicity for Herman and his film.

A fleeing industry

The close contact between Hollywood and Sacramento has caused politicians to view with some alarm competition from other states for a share of the film-making dollar. The number of feature films shot in California has declined in recent years as states like Texas, Florida and New York dangle tax credits, free fire and police services and a host of other incentives in front of film makers.

That means lost revenues for the state, and for local governments. In all, the film industry employs 77,000 people and spawns an equal number of spin-off jobs. The Southern California Association of Governments (SCAG) says that the industry is as important to that region as steel is to Pittsburgh and auto manufacturing is to Detroit.

This year the Legislature began to notice the threat, as both the Senate and Assembly formed committees to study what has been called "runaway production." One of the problems those committees will study is the effect on film makers of high fees, restrictive local ordinances and the tangled process of gaining a permit to film in some localities.

An attempt to streamline the process in Southern California was made in 1984 with passage of the Motion Picture, Television, Commercial and Recording Act of 1984 — authored by Democratic state Senator Herschel Rosenthal of Los Angeles and Democratic Assemblyman Sam Farr of Carmel. It provided $100,000 to establish a pilot, one-stop film permit office in SCAG's six-county region. The Act also created a California Film Office to promote filming in California and to serve as a one-stop permit office for film makers who want to make movies on state-owned lands.

Charlotte Clay heads up the Entertainment Industry Council Communications Committee. She is currently coordinating production of a docu-drama entitled "Let's Keep Hollywood in California." The film will highlight what other states are doing to lure the film industry away from California and suggest ways the state can offset those efforts. The film will have its first major screening before a rather select audience — the California Legislature.

Few lawmakers need convincing, however. Hollywood is too important a mecca of publicity, too lucrative a source for campaign funds to allow its bevy of stars and film makers to go elsewhere. California politicians need what only entertainment folk can provide. As for the stars themselves? Perhaps many echo the sentiments of Burt Lancaster after his ballyhooed non-appearance before the Assembly Judiciary Committee: "We're always shills for somebody."

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

All of these Bonds having been sold, this announcement appears as a matter of record only.

In the opinion of Bond Counsel, under existing laws, regulations, rulings and court decisions, interest on the Series 1985 Bonds is exempt from present State of California personal income taxes and from present federal income taxes.

NEW ISSUE

$5,620,000

California Educational Facilities Authority

Revenue Bonds (University of the Pacific Project) Series 1985

Dated: August 15, 1985 Due: October 1, as shown below

The Series 1985 Bonds are issuable in fully registered form in denominations of $5,000 and integral multiples thereof. Interest on the Series 1985 Bonds is payable semiannually on each April 1 and October 1 commencing on April 1, 1986 by check or draft mailed to the registered owners thereof. Principal of the Series 1985 Bonds is payable at the principal corporate trust office of Bank of Stockton, as Trustee, in Stockton, California. The Series 1985 Bonds are not subject to redemption.

The Series 1985 Bonds are being issued by the Authority which will use the proceeds to make an unsecured loan to University of the Pacific. The University will use the funds to construct and renovate certain educational facilities and to refinance certain costs of educational facilities, as more fully described in the Official Statement.

The Series 1985 Bonds are payable from the Revenues and other funds pledged under the Indenture including payments required to be made under the Loan Agreement. The Loan Agreement is a direct unsecured obligation of

University of the Pacific

NEITHER THE FAITH AND CREDIT NOR THE TAXING POWER OF THE STATE OF CALIFORNIA IS PLEDGED TO THE PAYMENT OF THE PRINCIPAL OF OR INTEREST ON THE SERIES 1985 BONDS.

AMOUNTS, MATURITIES AND INTEREST RATES

Principal Amount	Maturity	Interest Rate	Principal Amount	Maturity	Interest Rate
$560,000	1986	5¾%	$710,000	1990	7½%
590,000	1987	6½	765,000	1991	7¾
625,000	1988	7	820,000	1992	8
665,000	1989	7¼	885,000	1993	8¼

Price of all Bonds: 100%
(accrued interest to be added)

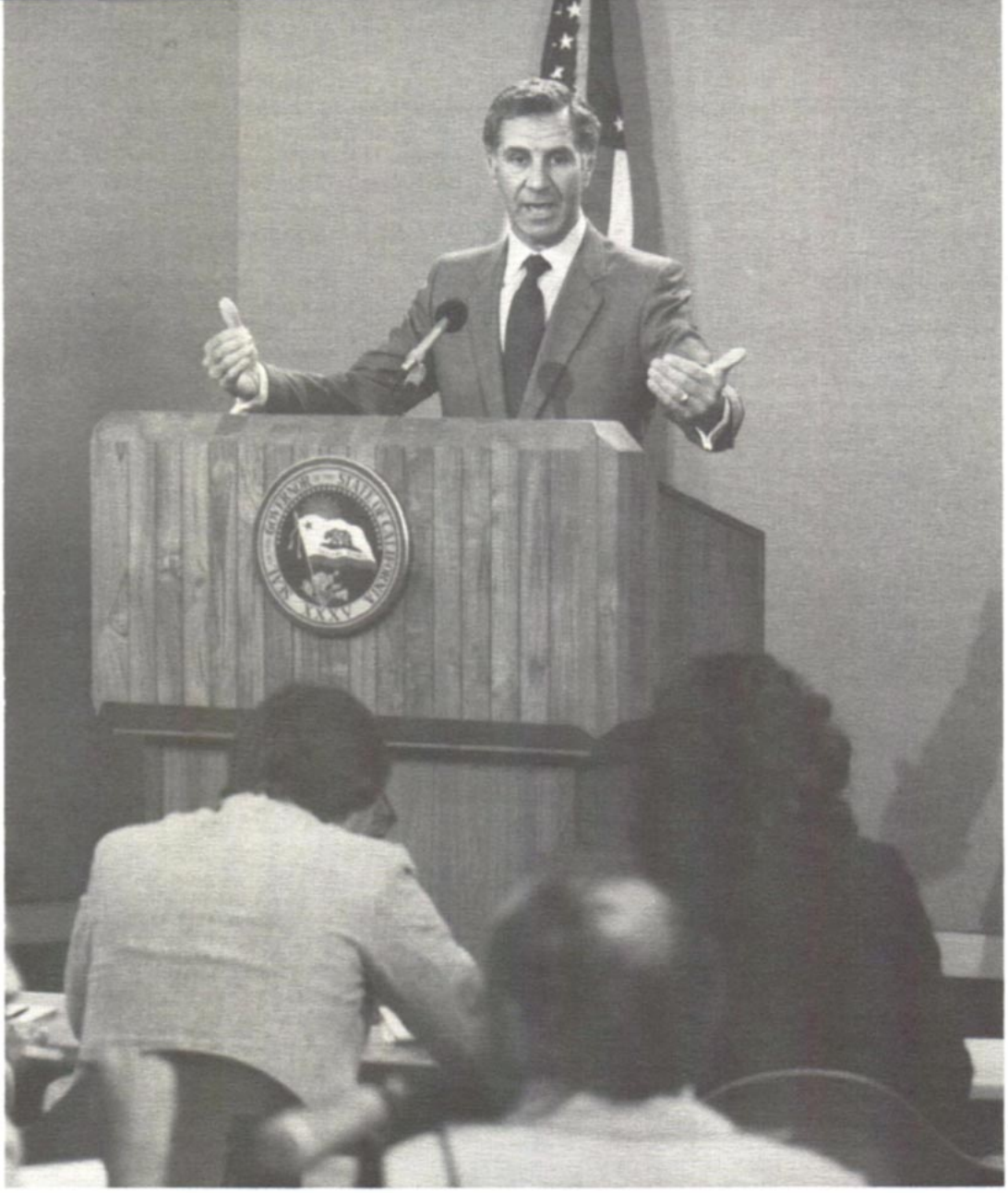
The offering of these Bonds is made only by the Official Statement, copies of which may be obtained from the Underwriter only in States in which the Underwriter may lawfully offer the Bonds.

The Series 1985 Bonds are offered by the Underwriter when, as and if issued by the Authority and accepted by the Underwriter subject to the approval of legality by Orrick, Herrington & Sutcliffe, San Francisco, California, Bond Counsel. Certain legal matters will be passed upon for the Authority by the Attorney General of the State of California and for the University by Cavalero, Bray, Geiger & Rudquist.

L. F. ROTHSCHILD, UNTERBERG, TOWBIN

August 30, 1985

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Dodging verbal bullets

Deukmejian keeps the press at bay

By ROBERT FORSYTH

In June 1984 Governor George Deukmejian was standing in the state Capitol press conference room dodging verbal bullets. The dark, hardwood dais with the governor's seal, which features a surprisingly pacific picture of a golden poppy, wasn't much protection from the assault of the 50 or so assembled reporters.

The members of the Capitol press corps figured they had finally caught the usually careful governor in a mistake. At his previous press conference Deukmejian had said he intended to use his own authority as governor to go ahead with construction of new facilities to move more Northern California water to Southern California (see box). The statement brought a stop to legislative attempts to compromise one of the most volatile issues in the state. Legislators no longer saw a need to put their own necks on the line, if Deukmejian was willing to take the heat for them.

Now reporters wanted to know, did the governor really mean what he said?

"I'm just getting so many iffy, iffy questions this morning. That's another one," said Deukmejian, trying humorously to deflect the question. What he had answered forthrightly the week before was now "premature," he said.

Reporters at first didn't give up. They tried the question again, and again the governor said it was "premature." It was tried a third time, and then a fourth (see box). Finally an exasperated Deukmejian told his questioners, "I've al-

Robert Forsyth is a Capitol reporter for The Sacramento Bee.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

ready answered that question this morning and I really — I really don't have anything more to say on it."

Deukmejian, of course, had not answered the question. He had no intention of answering it. Usually the governor is more artful in dodging questions, leaving the impression that he has at least addressed the issue, and there is a feeling among the Sacramento press corps that he may be better at avoiding reporters' questions than any recent inhabitant of the governor's office.

The general belief held by most reporters assigned to cover Deukmejian in Sacramento is that he, just like any politician, knows full well when he directly responds and when he doesn't. And like most experienced politicians, 21-year veteran Deukmejian knows how to adroitly avoid direct responses: "That's an iffy kind of question." Or, "It's premature . . . ." Or, "We've got that under study."

Says Rebecca LaVally, bureau manager for United Press-International: "He decides that he has a set answer he's going to give, and he's done this since the 1982 campaign. He gives that answer again and again, no matter how many different ways you ask the question. And no matter whether that answers that specific question or not. That's his style."

A cautious guy

Dan Walters, a political columnist for *The Sacramento Bee*, has this theory: "He's a cautious guy. He doesn't like to commit himself until all the t's are crossed and the i's are dotted. He tends to answer questions with kind of a description of the dilemma. He never gives you an answer on what the dilemma is. He gets into situations where he just hasn't made up his mind yet."

Adds Doug Willis, bureau chief for The Associated Press: "Most of the time he gives these non-answers, he just sort of talks all around the subject and doesn't answer it."

In response to LaVally, Walters and Willis, Deukmejian Press Secretary Larry Thomas says, "I'm confident the governor gives the answer he wants to give. But I also recognize some reporters want him to give a different answer and when he doesn't, they're disappointed."

Often the arena for the governor and these reporters is Room 1190, an electronically equipped, classroom-like conference room created for the growing Capitol news corps during the last years of the Pat Brown administration. Although Deukmejian, like his predecessors, holds formal and informal news conferences throughout the state, it is the Capitol press corps that tends to be most familiar with the man and his mannerisms.

In turn, Deukmejian also is quite knowledgeable about the press corps. Both sides tend to view their relationship as healthily adversarial thanks to Deukmejian's own dealings with reporters and because of the insights of his press staff, which is headed by Thomas, a former political writer in San Diego and former spokesman for Bechtel Corporation in San Francisco.

Like all politicians, Deukmejian views the press as an unavoidable part of the political process. A naturally reserved individual, Deukmejian is not a governor who has made many friends, or even developed much of a rapport, with the press corps, as did some of his predecessors.

Ronald Reagan, when he was governor, had an openness, a sense of humor and a way of saying things that made news, which made him popular with the press corps. Former Governor Jerry Brown found encounters with the press entertaining and liked the interchange with the press. He was also easily available to the press corps and could occasionally be found after-hours at a local bar. No one has ever happened on Deukmejian in such circumstances.

Part of the press criticism of Deukmejian's news policies is no doubt due to the governor's arm's-length approach to reporters. With the exception of a few reporters who have covered the governor from his early days in the Legislature, there are few in the press corps who know him well, and Deukmejian apparently has no interest in changing that. He has held only one social event for the press corps, a backyard luncheon at his new Sacramento home, and he grants few of the personal interviews that are highly prized by competitive reporters.

If the governor eschews reporters personally, however, he keeps quite aware of their professional activities. Thomas says Deukmejian is an avid newspaper reader and carefully reviews the daily compendium of press clippings prepared by his staff and has formed opinions about the abilities of various press corps members. He prefers reporters who "stick to a pretty straight recounting of events. He prefers that to analyses and always trying to find some motive in everything," Thomas said.

News conferences

Of the 43 (as of September 14th) 1190 news conferences called by Deukmejian, he has opened about 20 with prepared statements, ranging from his ill-fated water plan to the evils of genocide. That device may establish the agenda, but there is no guarantee, and questions from the reporters often as not determine the context of the news stories.

Deukmejian prepares for the news conferences by relying on Thomas and his staff. "Our process isn't very elaborate," Thomas said. "We solicit input from agency secretaries and department heads on issues they think might come up and what update there is." A synopsis of those reports and other news issues is given to Deukmejian. Judging by the nature of the reporters' questions, Thomas thinks his staff "is pretty close" in predicting the issues raised in Room 1190.

"For the most part, the media, in many respects, is a central participant to the setting of the public agenda at any given time," Thomas added. "That comes either from its own initiative, such as its investigative work, or by carrying issues into the news conferences. As a general rule, the most predictable thing is that the agenda will change from day to day."

Thomas has several times been faulted by some reporters who believe him to be unresponsive, if not misleading. In turn, Thomas has not hesitated to directly criticize reporters and, at times, complain to their bosses for alleged inaccuracies or unfair articles and broadcasts. Still, offers Thomas, the 1190 crew "is a talented and first-rate press corps. They're knowledgable and they've seen it all and it's difficult to get something by them."

But somewhat introspectively, Robert Schmidt, Capitol correspondent for the *Long Beach Press-Telegram*, says "I think sometimes they (1190 reporters) have to get hit over the head, me included. A story has to have become a story sometimes before we start hitting hard on it. The fact that there is a non-responsive answer should ring a bell for us that maybe there is something more here. I think there is a danger that we can be impressed with our own knowledge; that we think we know more than we do."

Deukmejian and Thomas subscribe to the public accountability theory that it's the responsibility of the governor to make himself available to reporters' questions. Thomas gets no argument from reporters on that, although some reporters complain that Deukmejian is not accessible enough.

Those complaints were muffled somewhat last April 9th when Deukmejian conducted an 1190 news conference that lasted 14 minutes rather than the typical 35 minutes. He made no opening statement and, as then-*Los Angeles Times* Sacramento Bureau Chief William Endicott wrote, "broke no new ground, gave cryptic answers to a handful of questions and left chortling over the brevity of the whole affair."

Endicott, now *Sacramento Bee* Capitol bureau chief, quoted Thomas as saying, "My interpretation today was

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

either that the Capitol press corps at this particular moment is overfed, underprepared or its thoughts were too lost in the opening day of the baseball season." In his *Times'* article, Endicott took shots at himself and his colleagues: "The press itself, however, is not without blame in its frequent failings to pry more information out of the governor. Whether out of their own lack of preparation or frustration at his terse responses, reporters sometimes ignore areas that could or should be explored. An excessive amount of time also is spent on occasion in attempting to get the governor to react to something somebody has said about him, which usually produces irrelevant answers."

Steve Swatt, Capitol correspondent for Sacramento's KCRA-TV, draws an interesting comparison: "It's almost parallel to his fiscal policy: He's cultivated a public policy of being stubborn when it comes to government spending, and it's almost the same thing when it comes to certain issues that he doesn't care to discuss in press conferences."

What it means to Swatt is this: "There comes a time when if he doesn't want to answer a question and you try once and you try a follow-up and maybe one more re-phrasing of the question, you give up. You're just wasting your time. So you just tell the viewers he wouldn't answer or wouldn't be specific."

Response or non-response, Thomas says his man "Does not stake out a position until he is comfortable with it." And anyway, adds Thomas, "He answers the question the way he wants to answer the question."

Iffy, iffy

Does Governor Deukmejian answer questions? Here is a series of questions and responses from two 1984 news conferences. Judge for yourself.

April 24, 1984

Q. In your — in your message to the Legislature, you — there's an implied threat that you have the authority under the Burns-Porter Act to go ahead with the (state water facilities construction) plan without the approval of the Legislature. Do you in fact plan to go ahead . . . this year?

A. Oh, yes, we definitely will have to do that. I mean there's no question that we've got to ensure, for the progress of this state, that there is adequate water available. And it is our hope, and it is certainly our intent, to develop a water program that . . . has as much support as we can possibly generate throughout the state with all of the various competing elements that are involved in the water program. But if that doesn't happen, then I think that it's my responsibility to go forward with the authority that's already in the law; to do the best we can under existing law to ensure that there's adequate water. I think I'd be derelict in my responsibility if we didn't do everything that we could . . .

June 8, 1984

Q. Governor, do you stand by your intention to go ahead with the water plan even without legislative approval, to the extent you can?

A. I'm just getting so many iffy, iffy questions this morning. That's another one. Again, we're proceeding very well with this program. It's a program that has the support of Republicans and Democrats alike in the Legislature. And if you look at the way in which we prepared this plan, working with legislators of both parties and key legislators, those who head up the water committees, for example, in the Legislature, and when you also look at the total support that is developing for this, I again feel very pleased about its progress up to this point. And once more, that's a premature question.

Q. Would you go against the will of the voters and build some through-Delta facility under your own authority under the Burns-Porter Act?

A. Again that's sort of in the same category as Joe's question a minute ago. I think all of that is premature. I feel that we (can) get this through the Legislature, and I'm very hopeful that we will, and that we're also going to be able to explain this program to the voters of California and to let them understand that it will benefit all the regions of the state, and we can get it — we can get it passed.

Q. Governor, back on the question of whether you would proceed or not on the water plan with or without legislative approval. That may be a premature and iffy question, but it's a premature and iffy question you answered on at least one other occasion in the affirmative. So does your reluctance to . . . do that today mean that you're having some second thoughts about whether you'd proceed on your own or not if the Legislature doesn't act?

A. I've already answered that question this morning and I really, I really don't have anything more to say on it.

Q. How did you answer it? What's the answer, I don't . . .

A. We, it's in the transcript. If you didn't get it the first time, the transcript will be available. It will be available to you if you want to see what I said before. Because I really don't have anything to add to that.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

By REBECCA LaVALLY

Girding

Partisan squabbles may

In keeping with its new penchant for discord, the state Commission on the Status of Women devoted a portion of its late-August meeting to publicly bashing its executive director — Republican Margaret Almada. Almada, who survived attempts by Democratic commissioners to dump her earlier in the year, took the verbal beating without a whimper. She was told the minutes were inaccurate, she had not been cooperative, her staff organizational chart did not meet unwritten demands from the Legislature. Throughout the three-hour session, Almada was tight-lipped and grim. When she stepped to the podium there was no need for the microphone. Her words were couched in bureaucratic phrases, her defenses respectfully minimal. But her voice exploded in a strained, high-pitched shout.

Things have not been going well during Almada's one-and-a-half year tenure at the agency, created 20 years ago by the Legislature to promote equal opportunities for women. Not that the commission is unacquainted with controversy. Skeptical male legislators in the past tried to cut off its funding. Conservative foes for a time in 1982 secured a court order to halt its lobbying, only to have the Legislature respond by passing a law reversing the court order. Last year the U.S. Supreme Court let the reversal stand. But just when the agency seemed a solid fixture on the state landscape, serious threats arose from within.

The problems exist, in large part, because the commission was created by Democrats when they controlled both the legislative and executive branches. Until Republican Governor George Deukmejian arrived, the commission served as a forum to push for an agenda of women's issues that were popular with liberal Democrats.

But Deukmejian has the power to appoint about half the commission's membership, and Democrats now fear the commission will pass out of their hands and fail to push issues deemed crucial to the feminist agenda. Some of Deukmejian's appointees have already arrived — more are on the way — and the power struggle between new Republican members and older Democratic commissioners has left the commission in shambles.

Fiery Assembly Democratic Caucus Chairwoman Maxine Waters, a legislative member of the commission, last summer pushed through a cut of one-third in the agency's funding after Almada conceded during a legislative hearing that the 17-member commission was in disarray. The action eliminated a public information officer and limited meetings and travel by commissioners. Waters argued she could startle the agency into functioning properly on its reduced budget of $480,000. Others interpreted her motives differently, given the commission's emerging majority of Deukmejian partisans which, with the resignation in August of two appointees of former Democratic Governor Jerry Brown, shifts control of the commission to the GOP.

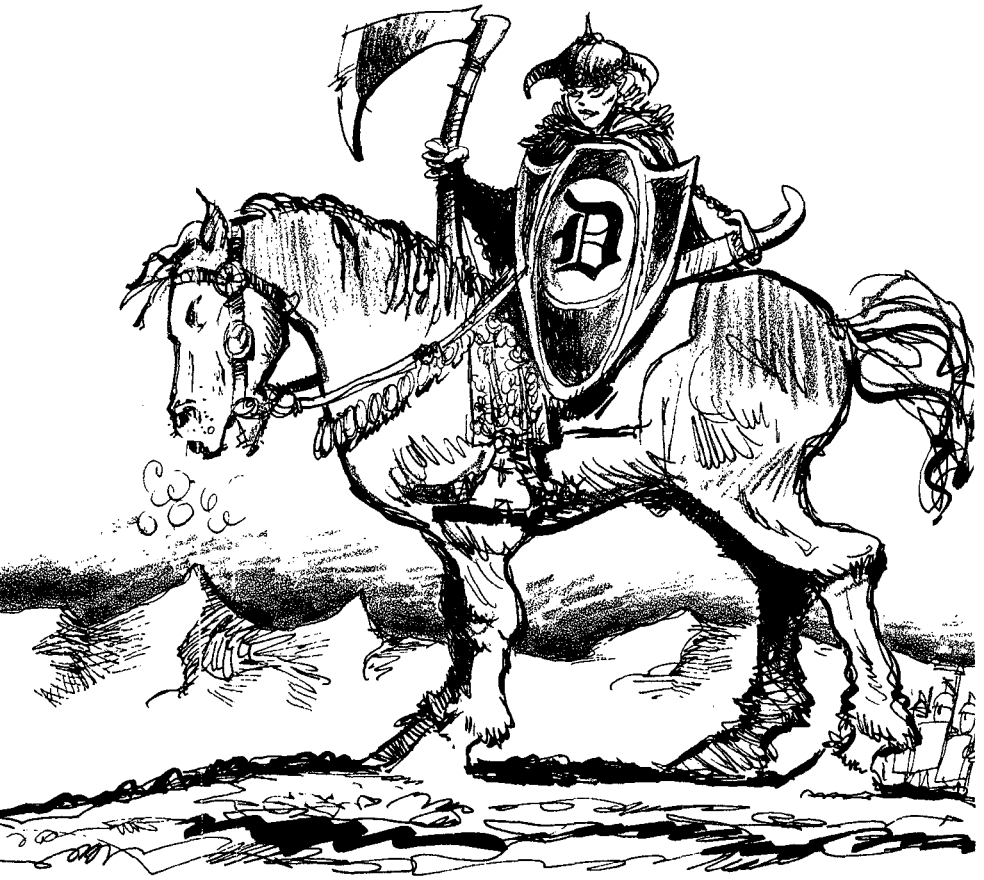
The commission's composition is unusual and somewhat awkward. Some contend it is all but unworkable; and for the moment the body seems impotent, unable even to muster a vote in support of a bill restoring its own budget. It consists of six legislators, two public members appointed by the Legislature and seven public members named by the governor. The state schools chief and the chief of the Division of Labor Standards Enforcement, a Deukmejian appointee, also are members.

Two of the legislative members are Republicans — Assemblywoman Cathie Wright of Simi Valley and maverick Senator Milton Marks of San Francisco. Wright and Waters are polar opposites. But Wright says she does not expect Assembly Speaker Willie Brown, who appointed her in April, to dump her.

Skeptical Democrats say they doubt a GOP-dominated commission will promote legislation opposed by the governor but supported by past commissions and fundamental for feminists. Deukmejian, for example, opposes abortion on demand and has embraced controversial anti-abortion restrictions on

Rebecca LaVally is Capitol bureau manager for United Press International.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



or battle

n women's commission

state family-planning money in the current state budget. He has also vetoed tens of millions of dollars for expanded child care and "comparable worth" pay raises for state employees.

"The commission has changed politically with more of the governor's appointees on it," says Waters. "They basically see themselves as . . . changing the focus of the commission so it does not get involved in women's activities that are diametrically opposed to the governor's more conservative point of view.

"They . . . have actually undermined some of the attempts to further the aims and goals of women. You don't hear them talking about how to organize women around women's issues and make sure that women are visible."

She and another commissioner, Democratic Senator Diane Watson of Los Angeles, complain that what is becoming a litmus test for liberal feminists — a willingness to promote the concept of comparable worth — is lacking among the governor's appointees. Comparable worth is the concept of paying equal salaries for different jobs that require similar levels of skill, effort and responsibility. The government, rather than the marketplace, would determine the value of various jobs.

In one of the commission's many oddities, its two appointees to a state Comparable Worth Task Force were among five dissenters who boycotted the final meeting of the task force because they were not permitted to include a minority report. The task force urged passage of legislation requiring public and private employees to pay men and women the same wages for jobs of equal value.

One of the dissenters, Phyllis Cheng, a Deukmejian appointee to the commission, helped finance a minority task force report that the commission promptly disavowed. In it, she said "pay equity" — which she said means an absence of pay discrimination based on sex — was a more appropriate topic for legislation than comparable worth. "Paying jobs according to their evaluated 'worth' is at best an indirect way of reaching that goal," she said.

Cheng insists her goals do not differ significantly from those of the majority but that a failure to accommodate dissenters does not bode well for the success of task force recommendations in the Legislature.

She and other administration appointees to the commission complain that Democrats have unfairly dismissed them as Deukmejian versions of Phyllis Schlafly, the outspoken foe of the failed Equal Rights Amendment. In fact, Cheng notes, Deukmejian appointees joined other commissioners in voting to oppose Deukmejian's endorsement of the stringent anti-abortion curbs on state family planning money.

"The Democrats thought we were going to sit there and knit," gripes Deukmejian appointee Arlene Merino Nielsen.

Legislative battles

Wright is carrying a bill backed by Deukmejian to restore $119,000 to the commission's budget and reinstatae a $50-per-meeting stipend for its public members. But Democratic legislative members say they won't permit it. On the contrary, some observers speculate Waters may orchestrate a full-scale assault on the commission next year. During the August hearing, she told Almada that if Almada did not reorganize the staff to Waters' liking, "I can guarantee it will be taken care of next time."

For the record, Waters says: "I'm not interested in killing the commission. I'm interested in waking the commission up. We're trying to send a message to them. The money is not here for a nice tête-à-tête."

The fiercely partisan Waters is perhaps the only legislator who could have single-handedly curtailed the commission. She pushed a two-thirds cut in its budget through the Assembly as chairwoman of the subcommittee that reviewed its spending proposals. A two-house conference committee on the state budget, of which she was a member, settled for the more modest one-third reduction. Democrats on a party-line vote beat back an attempt by Wright to restore full funding to the commission when the state budget reached the Assembly floor.

Waters, an avowed feminist, says she sees nothing incongruous about cutting

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

ALMADA

WRIGHT

WATERS

back the only women's organization to have a full-time lobbyist at the Capitol. "Having been in politics so long, I understand things often take a turn you do not like, but you have to use all the tools available to get back on track," she said.

An ally, Senator Watson, is more blunt: "I'm concerned, with the right-wing majority, that the focus on women's issues will be weakened to the point that certain members will find it hard to go along with some of the basic policies of the commission. I don't know how long we can support the commission."

Almada and Wright say they are girding for battle. Similar state commissions, modeled after a federal Commission on the Status of Women, have died in at least seven other states. The federal agency, created during the 1960s, fizzled out under the Reagan administration.

"Just because Maxine wants to destroy the commission doesn't mean I'm going to sit there and let them do it," says Wright. "If she goes forward (to abolish the agency), it would show what a hypocrite she is."

Some contend a stronger executive director could hold the commission's warring factions together, and have called for Almada's ouster. But Almada, 36, says she has no intention of backing out now. A former coordinator for the San Bernardino County Commission on the Status of Women, she says she wants to improve the state's relations with 32 local commissions in California.

"This commission is finally coming of age," she said. "When you go in new directions, it's scary. I think it can work, but we have to make certain that we understand this commission is a commission to address all women's issues. This commission is the sole source of input into other state departments on the needs of women."

"I describe myself as conservatively progressive," she added. "I know that's a contradiction. I want to see motion forward, but solidly forward."

Republican commissioners complain that internal strife is blocking forward motion because meetings are consumed by personnel matters. "I've been quite concerned over the battle that's been going on because it seems to me they haven't accomplished very much as a result," said Senator Marks. "I'm very disturbed over the failure of the commission to do anything."

Deukmejian appointee Nielsen said the agency desperately needs to accomplish something tangible to attract public support and unite commissioners. "This commission needs to get credibility," she said. "We need to get something going that's really good so women will support us. Would the world stop if we disbanded? No."

STATEMENT OF OWNERSHIP MANAGEMENT AND CIRCULATION

1. Title of publication:
CALIFORNIA JOURNAL

2. Date of filing: September 30, 1985.
3. Frequency of issue: Monthly. Number of issues published annually: 12. Annual subscription price: $24.95, $39, $75.
4. Location of known office of publication: 1714 Capitol Avenue, Sacramento, CA 95814.
5. Location of general business offices of the publishers: Same.
6. Names and addresses of Publisher, Editor and Managing Editor: Publisher, Thomas R. Hoeber, 1714 Capitol Avenue, Sacramento, CA 95814; Editor, Richard Zeiger, 1714 Capitol Avenue, Sacramento, CA 95814; Managing Editor, A. G. Block, 1714 Capitol Avenue, Sacramento, CA 95814.
7. Owner: The California Center, 1714 Capitol Avenue, Sacramento, CA 95814.
8. Known bond-holders, mortgagees, and other security-holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.
9. The purpose, function and nonprofit status of this organization and the exempt status for federal income tax purposes have not changed during preceding 12 months.
10. Extent and nature of circulation.

	Average Number of Copies Each Issue During Preceding 12 Months	Actual Number of Copies Single Issue Published Nearest to Filing Date
A. Total copies printed	22,833	21,500
B. *Paid circulation*		
1. Sales through dealers and carriers, street vendors and counter sales	816	729
2. Mail subscriptions	16,347	16,270
C. Total paid circulation	17,163	16,999
D. Free distribution by mail, carrier or other means; samples, complimentary and other free copies	1,914	189
E. Total distribution	19,077	17,188
F. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing	2,632	3,323
2. Returns from news agents	1,124	989
G. Total	22,833	21,500

I certify that the statements made by me above are correct and complete.
THOMAS R. HOEBER, *Publisher*

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

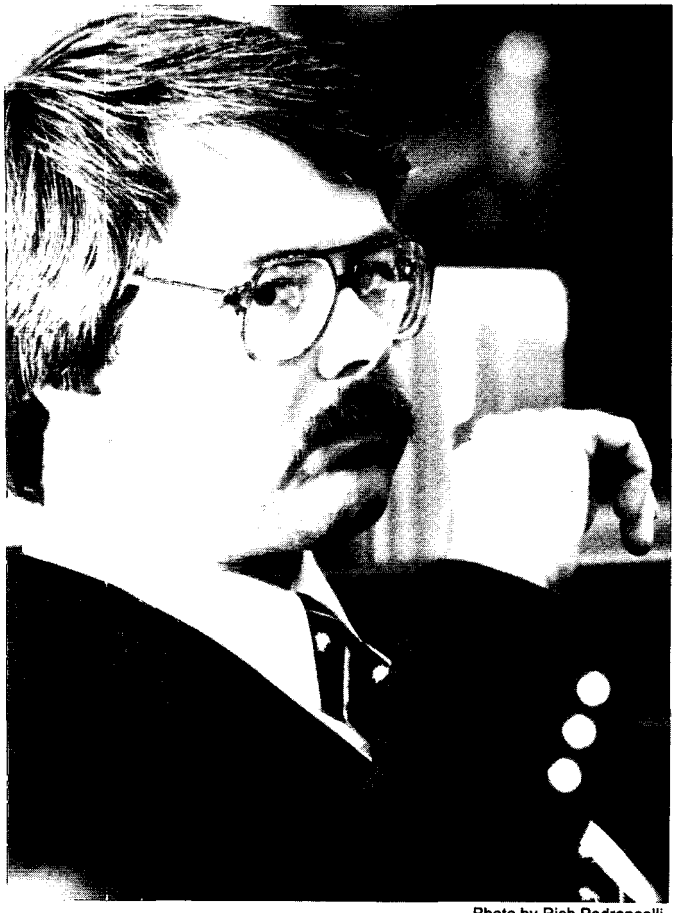


Photo by Rich Pedroncelli

John Lewis. Who? John Lewis. Who? John Lewis!!

By ANNE RICHARDS

To outsiders, Assemblyman John R. Lewis is the Legislature's invisible man. Few can recall the last time Lewis stepped to the microphone to speak during floor debate, and he carries almost no legislation.

At the end of his first year representing the 67th District in Orange County, the quiet, bespectacled conservative Republican could appear in the chambers virtually unrecognized by journalists.

As a legislator, he admits he's on hold, waiting for "the day when there's a Republican majority." For now, "I'm riding with the tide," says Lewis.

Anne Richards is a staff writer for The Sacramento Union.

Yet Lewis, still chubby-cheeked at 31, is rapidly becoming the key behind-the-scenes player in Minority Leader Patrick J. Nolan's inner circle. As caucus elections chairman, Lewis is directing efforts to translate California's surge in Republican voter registration into Assembly gains in 1986.

Lewis is also master-minding a pilot project under the auspices of the Republican National Committee to re-register conservative Democrats as Republicans in key districts.

"John spends an incredible amount of time on the plotting and scheming, if you will," says a close friend, Assembly Republican Ross Johnson of Fullerton.

Says Nolan, "John is totally dedicated. I know of no other member of the Legislature who physically pushes himself to the extremes John does, such as sleeping on the couch in the campaign headquarters."

Lewis' election savvy, even in his early 20s, rivaled that of many of his colleagues.

"I've been interested in politics from my earliest memories," he recalls. His uncle was D. B. Lewis, millionaire owner of Lewis Foods, manufacturer of Dr. Ross' Dog food and a power in California's conservative Republican circles. The elder Lewis was instrumental in the move to draft U.S. Senator Barry Goldwater for the 1964 presidential nomination.

"I walked my first precinct in the Goldwater campaign when I was 10," Lewis says.

Inherited wealth

D. B. Lewis would eventually leave his fortune to John, who received the benefits of the trust fund last year. Lewis' extensive stock portfolio is worth at least $730,000 but could be worth $3.43 million, according to his statement of economic interests filed with the Fair Political Practices Commission. The only outward minifestation of his new wealth, said Johnson, is that Lewis traded in his road-worn Firebird with 120,000 miles on the speedometer for a new BMW. His car may coordinate with his recently-acquired grey hair, a change that has altered the schoolboy look that has plagued him for years.

"A friend said he went from looking like he was 15 to looking like he was 40 in two years," said Nolan.

John Lewis emphasizes he is not a rich boy dabbling in politics.

"Rich is in the eye of the beholder. And as for playing politics, absolutely not. I have very deeply held philosophical beliefs. And the changes I want can't be made in the Legislative arena. They have to be done in the political arena," he says.

Lewis was active in politics in high school as a leader of Young Americans for Freedom, a group formed by William F. Buckley Jr. At 20 he was a member of the state Republican Central Committee and at 22, a national convention delegate.

Lewis went to college at the University of Southern California. His circle of friends there would later form the nucleus of supporters for his political career: Nolan; now-Republican Assemblyman Dennis Brown of Long Beach and Republican caucus director Bill Saracino. Ross Johnson and another high school friend, now-Republican Senator Edward R. Royce of Anaheim, attended college nearby at the lower-cost California State University, Fullerton.

Invisibility

After the Proposition 13 year of 1978, Lewis would be 24 and have two campaign successes to his credit: Brown's primary victory and Nolan's win in November. Although Lewis did not direct Brown's general election win, his friend was elected and Lewis spent a year as his administrative assistant. Lewis in 1980 took on the favored party candidate, Beverley Nestande, the former wife of then-incumbent Assemblyman Bruce Nestande, and won. "When he was first

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

elected he was an outcast. He had beaten the Orange County machine," Nolan said.

Lewis deliberately chose his cloak of near-invisibility in the public legislative arena.

"I make a conscious decision not to get involved in debates. Only a handful of people have debating skills. There are too many people who get up and rattle cages. There aren't too many cases where debate changes anybody's mind. I have already studied the issues when I get there," he says.

As for carrying legislation, his record reflects the highly conservative temper of his constituents, Lewis explains.

Orange County voters, for instance, want less government, not more, he claims. In the 1983-84 biennium, Lewis carried 14 bills, of which six were enacted, six were dropped and two failed passage. A prolific legislator may carry more than 70 bills in a two-year session.

"A lot of what I do now is not very productive," Lewis admits. But he stays in office because, "I'd like to be in the Legislature when the Republicans are a majority, and we can make some changes.

"Most of the things I would be interested in, this Legislature wouldn't be too interested in, so I prefer to try to change the composition of the Legislature instead," he says. He would, for example, abolish the state's Coastal Commission, "tomorrow," and eliminate most of the environmental review barriers to the construction of more homes, saying that just getting local permits adds 40 percent to the cost of new housing.

Lewis is working to that end. Using computerized analysis, he is identifying conservative Democratic precincts in the fast-growing Moreno Valley of Riverside County and targeting it for direct mail, media messages and canvassing.

"These aren't the people on the bench who probably won't vote anyway," Lewis says. "They vote Republican at the top, but then revert back to their party affiliation as they move down the ballot."

The test area was chosen at the insistence of the Republican National Committee, which is anxious to unseat Democratic Congressman George Brown of Riverside, Lewis says. Part of Brown's district coincides with the 68th Assembly District, represented by Riverside Democrat Steve Clute. Clute won by a narrow margin in 1984 and is a Republican target in 1986.

"We will be spending $10 for every Democrat we can convince to re-register Republican. That is a fairly expensive proposition," Lewis says.

He figures the project will be successful if 2500 to 3000 Democrats make the switch. "That kind of swing plus the national growth in the Republican Party will make a district that leans Republican, like Riverside, a GOP district," he says.

The effort has ruffled some feathers, however. "I don't know that this is a John Lewis operation," says Assemblyman David Kelley, a Republican whose district includes half of the Moreno Valley. "It is the national party and the state party and the Riverside central committee." Kelley said he put together a registration drive for the Reagan reelection campaign that cost practically nothing and netted 20,000 voters.

Targets

One Republican critic of the pilot project said Lewis' conservative philosophy may blind him to the real nature of voters in these volatile districts. "He tends to think if you can find a strong right-wing issue in every district, you are going to win. That works against you when you are trying to appeal to Democrats and moderate Republicans," the critic argues.

Lewis says that if the registration effort is successful, he will roll out the plan to other areas of the state. The Lewis-Nolan partnership has targeted five Assembly Democrats for 1986: Clute, Jean (Moorhead) Duffy of Sacramento, Richard Robinson of Garden Grove, Richard Katz of Sepulveda and Dan Hauser of Arcata. Lewis thinks he has a good chance of upsetting the five. He engineered the 1984 primary campaign of Gil Ferguson for the vacant 70th District seat formerly occupied by Marian C. Bergeson. Beating Ken Carpenter, the pick of then-Assembly Minority Leader Robert W. Naylor. He was successful in directing Norwalk Republican Wayne Grisham's campaign.

The Nolan forces, however, will need to be more focused and less hasty in their 1986 efforts than they were in 1984, a Republican campaign strategist said. Five or six Nolanistas poured $150,000 into the unsuccessful campaign of Robert Henley of San Bernardino against Democrat Gerald Eaves.

"It was silly to spend money there. He had no chance. If they had put the money they spent on the Henley race into the Longshore race or the Leslie race it could have made the difference," the strategist says. "They just wanted another vote against Naylor."

Richard Longshore came within 256 votes of beating Robinson and Tim Leslie within 1400 votes of beating Jean Duffy (then-Moorhead). Lewis admits the Henley support was a mistake. "It wasn't well thought out," he says.

Lewis stresses that he has no ambition to run for any other office than the one he is in. "I'm not particularly attracted to being the center of attention," he says.

On the last day of Assembly session before the summer recess, however, Lewis found himself in the unusual situation of causing a stir on the floor. "John has this trick he does. He imitates the sound of a drop dripping into a pail of water. He snaps the side of his cheek, somehow. Wayne Grisham had never heard it," said a colleague. "People were crowding around, saying, 'Come on, John.' He was a bright red. John would start, and every time he would get the giggles."

Advertisement

Our Concept for Fall...

Innovation

and

Creativity

For the woman who wants more than the ordinary. . . .this is the promise of

Wellesley

THE FASHION STORE

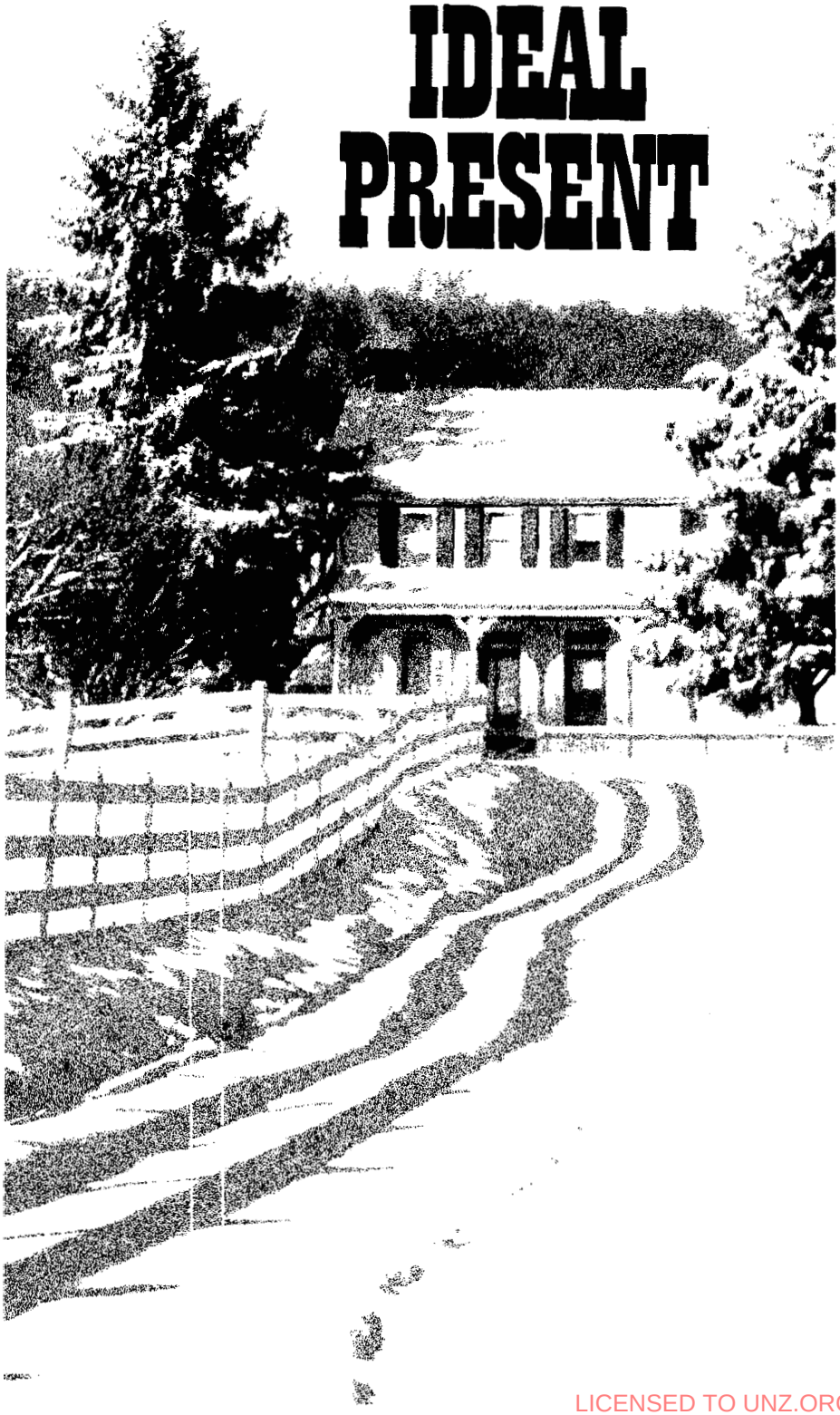
Open Evenings by Appointment
Complimentary Fashion Consulting

566 DOWNTOWN PLAZA
Inside South Mall

448-5300

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CALIFORNIA'S FUTURE MAKES AN IDEAL PRESENT



You are now reading the guide to the state's political future, otherwise known as the California Journal. The main purpose of most Journal articles is to foresee developments in the world of California government. Why not share these foresights with your friends and relatives by giving them a gift subscription during the holiday season?

The Journal makes an ideal present for anyone who is or should be interested in California public affairs — and it keeps coming 12 months a year at a price that can meet any budget. You pay $19 for one gift subscription and only $17.50 each for two or more gift subscriptions. That's a saving of $3 over the regular price for a single gift subscription and $4.50 each for multiple orders.

We will send a card to each recipient informing him or her of your thoughtfulness. Just send your gift list with a check or your Visa/MasterCard number to our subscription department at 1714 Capitol Ave., Sacramento 95814. We'll do the rest. (If you prefer, we'll bill you.)

ANOTHER SUGGESTION

Books from the California Journal Press also make wonderful holiday gifts. Look at the listing inside this magazine for book bargains galore.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

'What . . . me President?'
CALIFORNIA
SELL AIR FORCE ONE
I WON'T LIVE IN THE WHITE HOUSE
McCarty — San Bernardino Sun Telegram
McCARTY
SUN TELEGRAM SAN BERNARDINO

Wherefore art thou, Jerry Brown?

By JAMES R. CARROLL

It was without a doubt the most remarkable press conference of his public career. When Governor Edmund G. "Jerry" Brown Jr. stood before reporters and cameras at the Biltmore Hotel in Los Angeles on November 3, 1982, he was hardly the picture of a just-defeated candidate for the United States Senate.

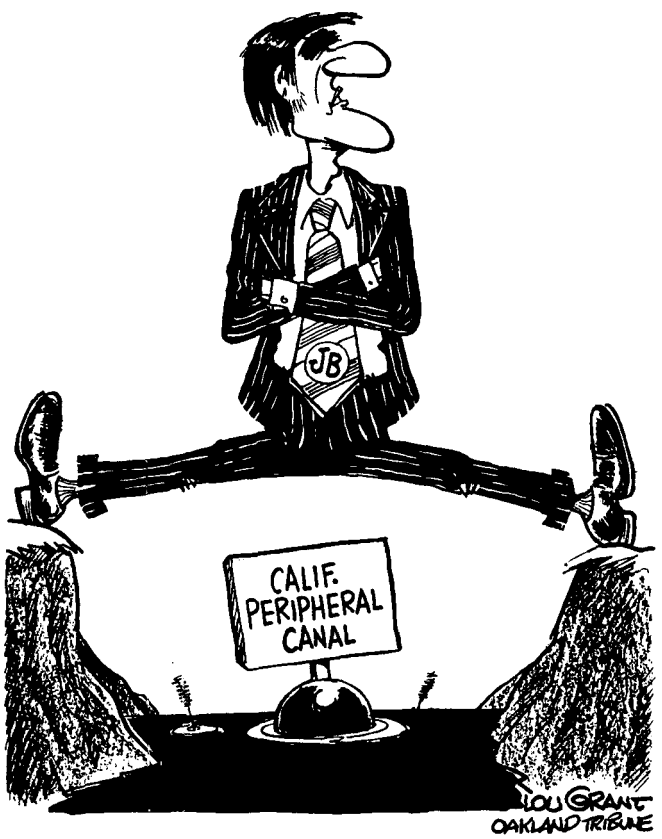
"I think people get tired of my voice, tired of seeing me on television," a jaunty Brown said, analyzing his loss to Republican Pete Wilson the day before. "Quite frankly, I get a little tired of it. I think we both need a respite for a period of time. I think that's good. That's why I view the whole thing with somewhat mixed emotions . . ."

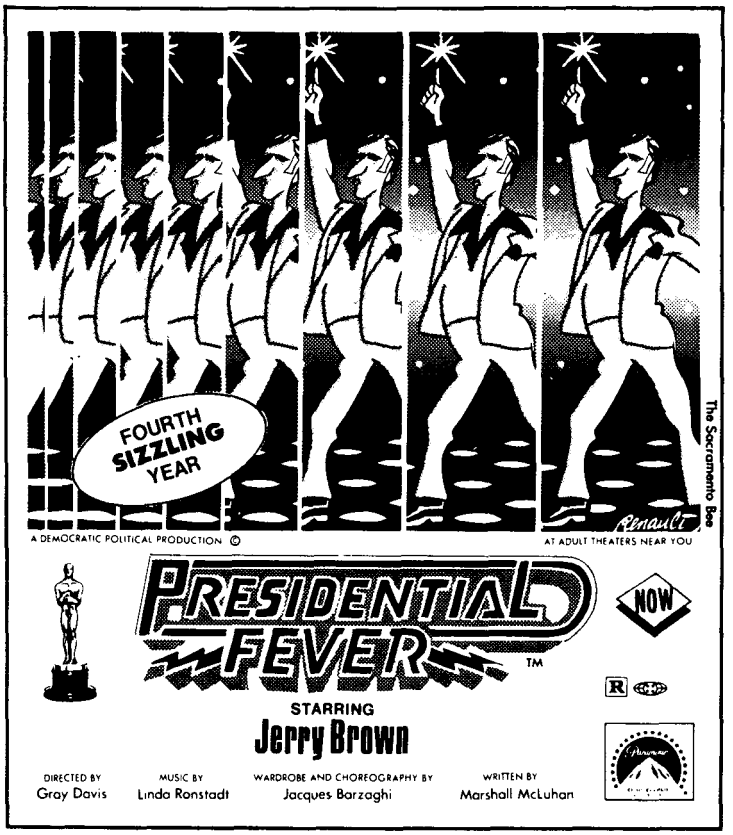
Some would have said Brown's emotions bordered on jubilation. He seemed relieved of a burden, as if he realized he had been given an unexpected gift, a host of possibilities he could pursue out of the glare of publicity and scrutiny that had been his constant and sometimes fickle companion for more than a dozen years. It was not that Brown was eager for retirement from public life. But in the last years of his governorship, he frequently appeared impatient and somewhat bored. Twice an unsuccessful presidential candidate, a run for the Senate looked then to be the only avenue for change open to him. But losing that contest in a real sense liberated him. He suddenly was unrestricted by the inflexible institutions of government, reluctant political allies, unmovable opponents and questions, questions, questions from the press. He could write his own script — editors and critics be damned.

The script Brown has written for himself in the past two-and-a-half years is not what most pundits would have guessed or believed back when the governorship changed hands in January 1983. A fixture on the front pages and in the evening television news for so many years, Brown kept his promise and gave California a respite. He all but disappeared. For the first year and more of his self-imposed exile from publicity, Brown shunned most interviewers ("I don't have to talk to you people now. I'm a private citizen," the grinning ex-governor once told some reporters), stayed away from most political events, especially in California, and kept his private life out of the pages of *People* magazine and gossip columns

James Carroll is a Washington correspondent for Knight-Ridder newspapers.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED





of *The Washington Post*. When he did make a rare appearance or agree to speak on the record, Brown refused to be drawn into criticisms of his Republican successor, George Deukmejian, and turned aside all speculation about his own future. Once the master of making news, Brown became equally adept at not making it.

Since the fall of 1984, Brown has been popping back into public notice, only to disappear again. When he does emerge, it is on his own terms. For example, he refused, through spokesmen, all requests for even a brief interview for this article. But he has authored some articles of his own, and has kept up his public visibility in other ways as well. It may be too soon to say Brown is resurrecting from his political tomb, but there are signs the stone, ever so slowly, is rolling back.

Think tanks

Speculation persists over whether Brown will try once more for the White House. Although 1988 is highly unlikely, the evidence is building that Brown is thinking of some kind of future for himself that does not anticipate obscurity.

First, there are the think tanks. Brown founded and heads the National Commission on Industrial Innovation, which deals with issues involving high technology and international trade, and the Institute for National Strategy, which focuses on a broad range of national and international issues ranging from economics to military spending. The two think tanks have given Brown an entree into a large circle of national and international business leaders, politicians, academics and opinion makers. The ex-governor does not encourage publicity about the two organizations. Most of their sessions are closed to reporters. But occasionally there has been selective exposure to reach a limited audience of what might be considered the political intelligentsia in this country. In place of making the cover of *Newsweek* with singer and then-girlfriend Linda Ronstadt, Brown now gets substantive parts of some of his think tank round-table discussions highlighted in *Harper's* magazine and *The New York Review of Books*.

Another part of Brown's slow re-emergence has an international scope. He has been criss-crossing the globe, meeting with foreign leaders in government and business. His travels have taken him to Europe, the Soviet Union, Mexico and Central America. Brown, who pioneered a "Pacific Rim" foreign policy for California while he was governor, has been able to take his time studying international issues in depth. He is also getting to know the world's decision-makers first hand. A recent issue of *New Perspectives*, a magazine published by Brown's Institute for National Strategy, includes an interview between the former governor and Nicaragua's President Daniel Ortega. Brown insists his think tank and his foreign forays are non-political. He joked to a reporter late last year that he knows they must be non-political because the media doesn't think they are very sexy stuff.

Indeed, most of the infrequent coverage Brown has received concentrates on other activities political observers consider more tantalizing.

Brown spent some days in autumn 1984 campaigning back East for the Democratic Party's doomed Mondale-Ferraro ticket and assorted local candidates. His itinerary included his first return to New Hampshire since winning only 10 percent of the vote there in the 1980 presidential primary against then-President Jimmy Carter and Massachusetts Senator Edward Kennedy. "It's a pleasure to be working for an underdog campaign," a self-effacing Brown told New Hampshire Democrats at their state party convention in Durham. "I know a little about that."

As he unfolded his visions of the United States and the world in the coming decades, Brown was eloquent, funny and philosophical. He quoted the Bible, Ronald Reagan and himself, among others. The former governor, whose liberal, Hollywood-style politics apparently was a little too much in this Yankee stronghold in 1980, won two standing ovations from the Granite Staters. There seemed to be an unspoken message in his reception: "All is forgiven."

Taking care not to ignore the local people he came to help

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

(he often seemed to forget local candidates who shared the podium with him during his past campaigns), Brown left behind checks from his official but low-key political operations, the USA Committee. He also quietly distributed money to other federal candidates in Maine, Tennessee, North Carolina, Mississippi, Texas and Iowa. The committee currently has about $80,000 in the bank, according to reports on file with the Federal Election Commission.

An honest speech

Brown made an even more impressive return to active politics last January at the California Democratic Party's state convention in Sacramento. There, he whipped the party activists, with whom he has had a love-hate relationship over the years, into a frenzy. The man who once said the Democratic party was dying talked like a born-again partisan. "The Democratic Party has been the party of caring and commitment," Brown said. "The very names Andrew Jackson, Franklin Roosevelt and John Kennedy symbolize leadership to empower people and reach out to the forgotten man." Brown acknowledged bluntly that the Democrats had "screwed up," but bade the party not to try to clone itself as an alternative Republican Party. In a reprise of familiar Brown themes, he urged the Democrats to orient their party toward issues he believes will be critical in the coming years: training people for high technology, a revamped economy that can compete in the world marketplace, the control of nuclear weapons, and better protection of the environment.

The Sacramento speech worked so well Brown did something else uncharacteristic: He delivered it again, almost word-for-word from a prepared text, when he appeared before the New Jersey Democratic Party state convention in Atlantic City in March. His audience interrupted him several times with cheers and applause. All of this, of course, only serves to encourage some of Brown's long-time supporters to keep the bonfires lit for yet another bid for the presidency — or, in the view of critics who believe Brown is washed up, another tilt at the windmill.

In Atlantic City, several New Jersey Democrats volunteered their services to Brown for whenever he is ready to announce something. "Sure he's viable," says Jay Church, a former school chum of Brown's in San Francisco who helped to organize New Jersey for the governor in 1976. Church, who is still active in New Jersey politics, only needs the word from Brown. "Any time he wants me to go for it, I'm ready," he says. "I'd work for him for anything."

Brown does not flatly rule out a third presidential bid. "I'm not making my final will and testament," he jokes. But Brown also seems to be more cautious and realistic about launching another national campaign.

For one thing, he knows there are many Democrats who may not take him seriously — based on his past national campaigns — particularly the seemingly pointless, poorly-run 1980 effort Brown now privately admits was a mistake. For another Brown campaign to be considered earnest, it must have some very strong underpinnings: money, organization, a coherent message and a candidate committed to winning. In short, it must be the antithesis of 1980. And for such a campaign to have a chance of success, Brown will have to rid himself of his "Governor Moonbeam" and "California flake" negatives. And, of course, the time will have to be right. In a conversation several months ago, Brown insisted the "right time" is not now, in the midst of the nation's current conservative mood. He made it clear that he is not interested in a kamikaze mission.

Brown seems to have changed in the past couple of years. He is more patient. He is content to wait. "The context of political thinking is tilted toward the right," Brown told a handful of reporters in New Hampshire last fall. "The Democrats are being out-ideologized, out-spent, out-mailed, out-T.V.'d (by the Republicans)."

Ronald Reagan, the symbol of resurgent American conservatism, may simply be the right man in the right place for these times, Brown suggested. "The constellations of society have combined to prop him up, to give him comfort, to nurture him," he said. The key task for the Democrats and anyone who hopes to lead them, Brown said, is to "reshape the agenda." In his view, it will be no small job and may take several years.

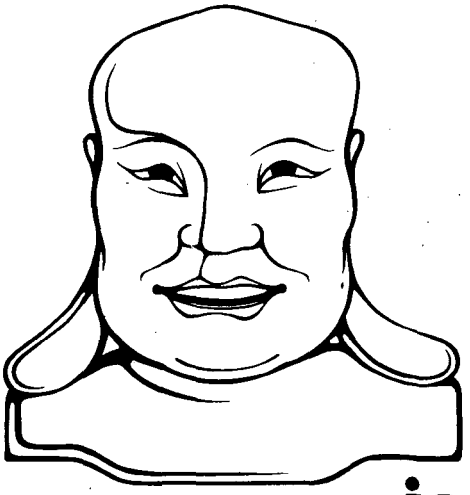
"The process stigmatizes anything that is not center-right . . . . people are proud to say they are conservatives. They say, 'Yeah, I'm right-wing and I'm proud of it.' You don't hear many liberals saying they are liberals. They don't know what to call themselves. That's why I call them the non-right. I don't know what other word to use."

Brown has been busy — again, mostly out of sight — trying to reshape the agenda. He shows up and participates in Democratic Party meetings around the country, trying not to take center stage despite the popping flashbulbs.

But the scenario for the comeback may be clearer some months hence. His public speaking engagements purposely curtailed for the rest of this year, Brown has been working on a book, reportedly in the house of a friend in a quiet corner of Marin County.

Since it obviously is too early for Brown to begin his memoirs, the tome no doubt will be future-oriented, a more formal presentation of Brownian visions of the things to come. If the Marin manifesto is marketed right, and Brown pads around the country on the "book circuit," he could be just in time to be considered for a keynote speech at the next Democratic National Convention. And we all know what keynote speeches can lead to. Just ask New York Governor Mario Cuomo.

Advertisement



FRANK FAT'S

806 L STREET
SACRAMENTO, CALIFORNIA
(916) 442-7092

Lunch—Monday through Friday
Dinner—Nightly, including Sundays

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

YOU WON'T BELIEVE FRAMEWORK™ IS THE ONLY SOFTWARE YOU'LL EVER NEED.

UNTIL YOU USE IT.

From the creators of dBase® III

FRAMEWORK™ by Ashton-Tate turns ideas and information into strategies and solutions—as fast as you can think.

FRAMEWORK is the only integrated personal productivity software for the IBM® PC and compatibles that gives you interrelated, simultaneous Word Processing, Graphics, Spreadsheets, Data Management and Telecommunications, plus an exclusive, instant outlining system. All controlled by a few simple English-language commands. And all available at the same time, on a single screen.

With FRAMEWORK you can:

- create letters & reports (Word Processing)
- prepare budgets and financial models (Spreadsheets)
- organize ideas as fast as you can think (Outlining)
- automatically produce charts & graphs (Graphics)
- analyze lists and records (Data Management)
- transfer data, tap into information networks, and communicate by electronic mail (Telecommunications)

FRAMEWORK does it all—all at the same time—all on a single screen—all with simple English commands!

Best of all, you don't have to learn FRAMEWORK. If you're a thinker, you already know how to use it.

In the complex world of government financial and data management, it seems hard to believe that FRAMEWORK by Ashton-Tate is the only software you'll ever need.

Until you use it.

Now on GSA Schedule from Technology Services, Inc.

TSI is a leading supplier of micro software, peripherals and training to the federal government. Our knowledgeable sales professionals will help you cut through red tape to get the right products fast at low GSA Schedule prices.

Call today for your copy of our GSA Schedules C and B for software, peripherals and add-ons.

ASHTON·TATE™

FRAMEWORK

Framework. For Thinkers.™

The trademarks and registered trademarks shown are proprietary to their respective manufacturers.

Technology Services, Inc.℠

"The Government Software Center"

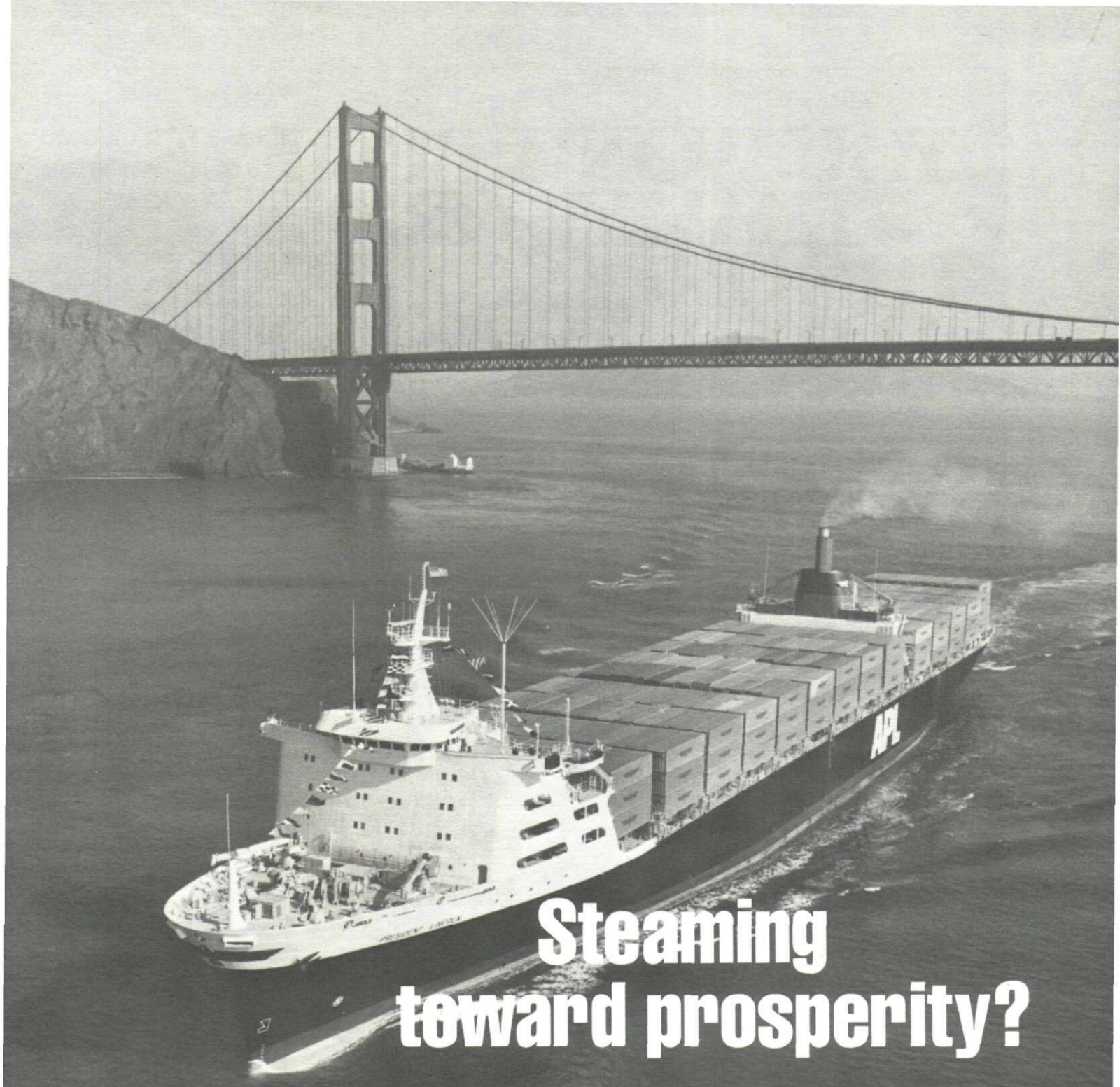
Western Regional Office:
1401 21st Street, Suite 308, Sacramento, CA 95814

916/443-6193

Eastern Regional Office: 703/354-8668 FTS Users: 202/354-8668

Schedule B GSA Contract No. GS00K85AGS5150 Schedule C GSA Contract No. GS00K85AGS6059

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Steaming toward prosperity?

By NIELS ERCH

Every now and then an issue comes along that looks like a legislator's dream. It's bipartisan, pro-business, provides excellent photo opportunities, a chance for foreign travel, and requires neither noisy public hearings nor wading through a pond full of bloated fish.

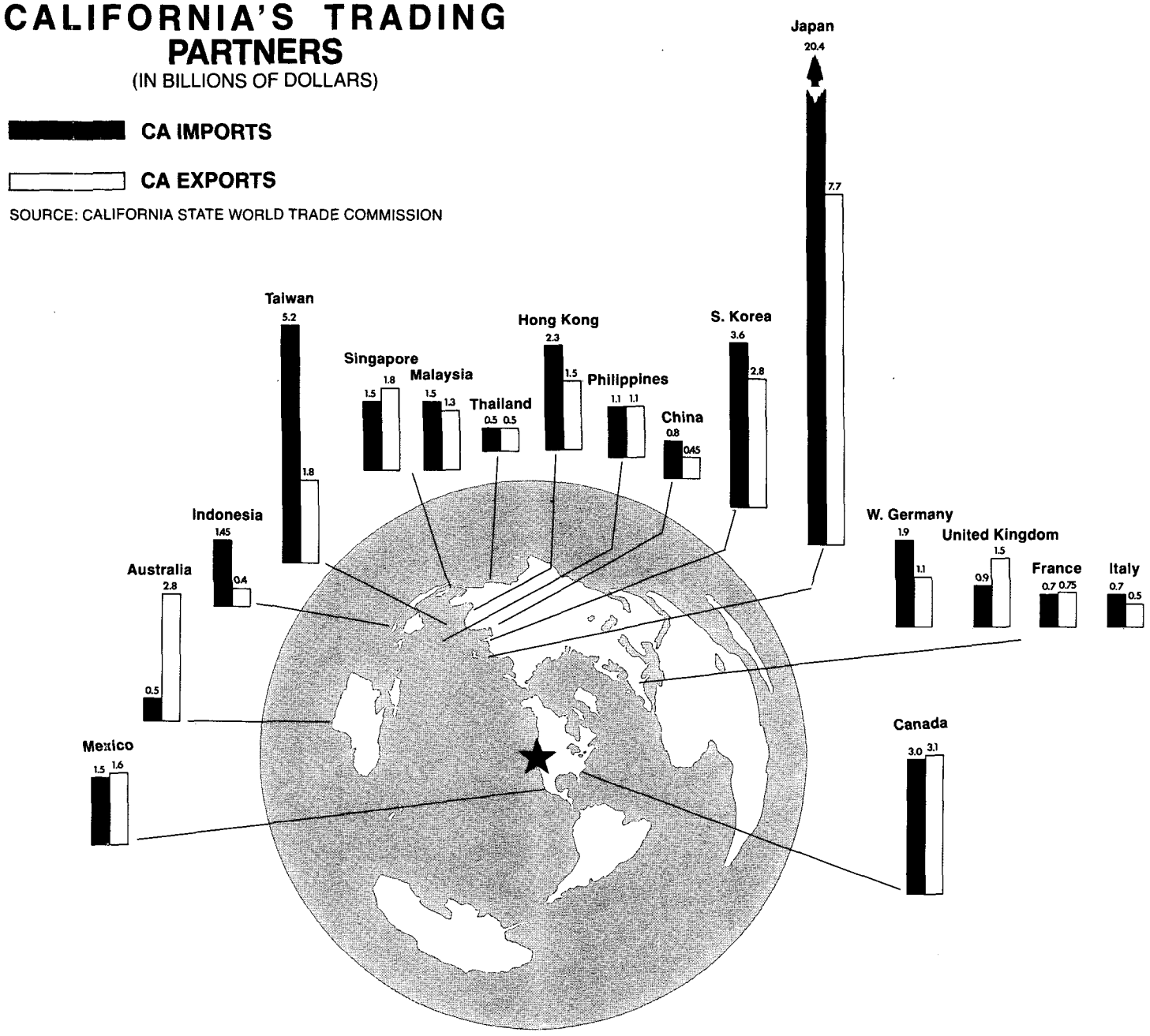
The issue — also critical to California's economy through the remainder of this century — is international trade, and it has captured hearts and imaginations in Sacramento from the governor's office on down. In many cases, it has been all that California's growing import-export community can do to restrain policymakers' enthusiasm.

No fewer than nine bills involving international trade issues have been on the legislative plate this session, not including a rash of proposals — six in bill form — to repeal or modify the unitary tax as an incentive to direct foreign investment. Two unitary relief plans on the table contained provisions that directly linked relief to state export promotion and economic development efforts.

Enactment of the current crop of trade bills would open California trade promotion offices in Tokyo and China, fund a study of trade impacts on California agriculture from existing state laws and regulations, create a $5 million agricultural-export-promotion program, bankroll state trade exhibits in Vancouver and Beijing during the coming year,

Niels Erch is a freelance writer from San Francisco.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



provide grant assistance to regional trade-promotion groups, and establish an international services office to receive foreign trade delegations.

Much of this legislative flurry has drawn fire from an unexpected quarter — the international traders it is intended to help. These private-sector critics generally applaud the effort and acknowledge that Sacramento is in the midst of a complex learning curve regarding trade matters. But they also charge that the rush by legislators to seize trade issues as their own has produced results that are ill-timed, obstructive to similar federal actions and even unconstitutional.

Evidence of this chaos, they say, is the number of two-year and spot bills awaiting further study, and duplicative bills introduced at different times by members from the same party who sit on the same committee. Most bills amended because of duplication, or reconsidered for other reasons, are left on the docket and quickly revised as new trade development proposals.

"It's inherent in the modus operandi of government that the politician knows just enough to tie into an issue, and so begins rolling things along in a dangerous way," says Los Angeles trade consultant Richard King, head of the state Office of International Trade under former Governor Jerry Brown. "So much of this legislation does not represent the thinking of the business community. It's self-generated in the political arena and for that reason becomes troublesome."

Two key areas

The politicians involved in international trade say they are responding to what business wants, although some conceded they have only recently become interested in the issue. Democratic Assemblyman Sam Farr of Carmel, an early participant on trade issues, agrees that "a lot has happened in a very short time, but I think we are doing things in a responsible way."

The trade controversy has raged most strongly in two key areas — overseas trade offices (seen by many as a chance for travel and plum appointments) and linkage of unitary tax

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

relief to improved market access for California exports (sometimes called "Japan-bashing").

Democratic state Senator John Garamendi of Sacramento, for example, has taken heavy flak this year for his bill (SB1121) to set up overseas trade offices in Tokyo and China. Although 28 states now have some 55 offices overseas, results have been questionable when weighed against the obvious image problems for legislators.

"I have very mixed emotions about them because of the potential for junkets," says World Trade Commission advisory council member Charles Nevil, a Southern California exporter. "An office has to be run for business purposes, not simply as a stopping-off point for legislators who think it's a wonderful place to go."

A San Francisco-based consulting firm, Mentor International, issued a preliminary report in May, recommending a long-term overseas trade-promotion plan, with in-state offices at first to lay the groundwork for eventual foreign offices in Europe, Japan and Canada.

California's two-way trade last year reached $85 billion, making it the eighth largest trading partner in the world. Historically, one job in 10, a third of the state's agricultural production and half of all sales in the high-technology industries in recent years, are tied to international trade. Despite these figures, few state officials prior to 1982 gave much thought to trade and its impact on the state economy. California products sold themselves abroad, with the sales to U.S. markets picking up the slack. The state's climate, resources and transportation system made it the logical site for foreign investment.

California's response

All of that changed with the 1981-82 recession. Foreign customers for California specialty crops, machinery and aerospace diminished along with supplies of capital. Domestic markets dried up due to high interest rates. A strong dollar placed an effective 30 percent tax on California goods sold abroad and a corresponding subsidy on foreign imports. Other states, and even other countries, began pursuing California's share of the shrinking international trade and investment pie.

"Everyone was coming to California, trying to steal away a little piece of this and a little piece of that," recalls Farr.

Sacramento's response was two-fold: In September 1982 the Legislature enacted a bill first authored by Assembly Speaker Willie Brown to establish the policy-level state

The unitary puzzle

For the sixth consecutive session, the California Legislature grappled with the question of how to tax international companies, found a solution that appeared to attract broad support and then watched the deal get torpedoed in last-minute political horse trading.

It is an issue that has so far defied solution, yet refuses to go away. And "strange" doesn't begin to describe the political bedfellows it has created on all sides of the issue.

At the heart of the debate is the state's "unitary" method of taxing international companies that also do business in the state. The state assesses its tax based on a company's worldwide profits, adjusted for the firm's presence — its property, payroll and sales — in the state. The federal government, most foreign nations and most other states tax on the "water's edge" method, which bases taxes only on the profits of the subsidiary firms doing business in the state.

The unitary method results in higher taxes for international firms with big headquarters, branch offices and distribution facilities in the state, even if those aren't big money-earners. The most prominent of these are several Japanese high-technology firms. The state estimates it collects between $500 and $600 million more per year because of its unitary tax.

But opponents of that taxation method argue that the tax structure deters foreign investment in the state and that eventually California would recoup any initial tax loss because of added business that would be attracted if it switched to the water's edge method.

Politically, unitary is a tough call. Everyone from Governor Deukmejian on down wants to go on record promoting new business development and investment. But if the investments don't materialize, no one wants to be the one blamed for depleting the state treasury in order to give a tax break to the Sony Corporation.

Still, 1985 was considered one of the best chances for change. Elections are still a year away — voters presumably will have some extra time to forget the tax break given primarily to foreigners — and the state's coffers are full enough to handle a major tax revenue loss.

Lawmakers and the governor approached the subject warily, forming a bipartisan "working group" to try and develop a consensus on the issue, which eventually tried to make the measure more palatable to domestic corporations by giving them a 67 percent dividend deduction for every dollar invested in California — a clause that would cost the state treasury another $100 million.

With major corporations lined up on both sides of the issue, bills on the unitary tax have become the most heavily lobbied in the Legislature. The issue is such a close call, that lawmakers with very similar constituencies find themselves on opposite sides of the issue. This year's bill (SB85), for example, is being carried by Democratic Senator Alfred Alquist of San Jose, chairman of the Senate Finance Committee. But when the bill reached the Assembly, his counterpart, Democrat John Vasconcellos, also of San Jose and chairman of the Ways and Means Committee, tried to place crippling amendments in it.

In the end, however, the measure was doomed after Assembly Democrats, led by Maxine Waters of Los Angeles, inserted anti-apartheid amendments in the measure that would have blocked tax breaks to companies that make new investments in South Africa. Waters hoped that inclusion of these changes would force Deukmejian to accept the restrictions in order to win passage of the unitary change he supports. But Assembly Republicans instead teamed up with Democrats opposed to the foreign tax break to hold the bill in committee, and backers of the measure charged that Democrats had inserted the Waters' amendments knowing they would kill the bill.

Although the Alquist measure can still be taken up when the Legislature returns in January, the "windows of opportunity," politically and economically are closing fast. Revenue collections have already begun to level off, a sign that the economy is also leveling off and surplus tax revenue may be scarce. And as the 1986 election season draws nearer, tax breaks for foreign corporations appear less attractive to those wary politicians.

Niels Erch

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

World Trade Commission. Formally created in early 1983, the commission is chaired by the secretary of state and includes as members the governor, lieutenant governor and 12 commissioners from the private sector to ensure broad-based business involvement. The objective was to establish a single voice on trade policy and a focal point for international trade activity at the state level.

On the Senate side, President pro Tempore David Roberti organized an emergency Senate Conference on International Trade at UCLA in November 1982. There, a group of 30 legislators met with some 200 business leaders to identify trade problems and develop an agenda for the new commission. Out of the conference came a list that included overseas offices, sponsorship of trade missions and exhibitions, development of trade contacts, financial and technical assistance for small exporters and liaison with Washington on federal trade policy.

To accomplish all of this, the WTC received a first year budget of $417,000, increased only slightly last year to $443,000. Critics charge that underfunding of the commission has sent a mixed signal to the trade community and damaged to WTC's credibility. During two years of operation, it has largely issued position papers on federal and state trade issues, plus publishing a promotional packet on California trade and investment opportunities and co-sponsoring with other groups two trade missions to Japan and Korea. "Our mandate is broad, but our resources have been narrow," admits WTC Executive Director Gregory Mignano.

A package of bills introduced in the Assembly Select Committee for International Trade, Investment and Tourism by the committee chairwoman, San Diego Democrat Lucy Killea, is designed to expand the WTC's budget and authority. "A conscious element of the policy," says trade consultant Jock O'Connell, who drafted the package for Killea, "was to try as much as possible to run things through the auspices of the World Trade Commission to enhance its credibility."

So far the strategy has backfired. Anger from California corporate and agricultural interests buried an early Killea bill (AB1450) to create a federal liaison staff position at the commission. "We just don't see how anyone on the World Trade Commission staff could represent all of the points of view of the various trade groups in agriculture," argues Agriculture Council of California spokesman Don Gordon, who adds that many specialty crop producers have their own Washington lobbyists and don't want another voice at the state level.

Killea has since overhauled her bill and it is now an emergency funding bill for California exhibits at a Beijing trade fair scheduled for later this year and at Expo '86 in Vancouver, British Columbia. A second bill in the Killea package, to create a $250,000 grant program for local and regional trade-promotion organizations, faces tough opposition from established, privately-funded groups — most notably the influential California Council for International Trade. They argue that such a program would politicize smaller associations dependent on state funds.

Agriculture's concerns

Some elements of the agricultural community have resisted both the commission and state trade-promotion efforts. For the most part, they see their trade problems as unique and the solutions coming almost entirely from the federal level.

"The people I represent have the view that there's very little the state can do to help with export programs," Gordon says. "It's the federal government that has the power to deal with treaties and trade barriers."

Although conceding that "there are some in the agricultural community who are grousing, overall, I think they are favorably impressed with the World Trade Commission," said Anthony Miller, chief deputy secretary of state. "No other industry in California has received as much attention as agriculture."

Farm groups have also put pressure on Governor Deukmejian to take up agriculture's cause with the White House. So far, Deukmejian's response has been mixed. He has defended Reagan's economic policies in speeches to business groups across the state, but has also opposed the president. This confusion has not sat well with San Joaquin Valley farm interests that have been a key Deukmejian constituency.

"It's looked as if he's supporting his own agenda and not agriculture's needs," suggests one farm district legislator, referring to speculation that Deukmejian has vice presidential aspirations for 1988. Some observers have also noted a drop-off in fund raising efforts among Valley backers toward Deukmejian's 1986 re-election campaign.

Even if some in the farm community find flaws, Deukmejian officials believe the administration's agriculture support is solid. "When people start going broke, they have a tendency to blame somebody, and usually that's the government," said Clare Berryhill, director of the Department of Food and Agriculture. "But I'd be surprised if the governor's not more strongly support this time than last time. Agriculture doesn't have too many choices, when it comes right down to it."

But lack of agreement on the state's role has resulted in most substantial programs, including proposals for reduced interest-rates and a statewide foreclosure moratorium, being impossible to achieve politically. What's left, argue farm exporters, is a crop of bills that amount to election-year window dressing.

Democratic Assemblyman Bruce Bronzan of Fresno acknowledges that his bill to study agricultural trade impacts comes at least in part out of frustration. "I'm not pretending this bill is a major piece of legislation," says Bronzan, whose district saw a 30 percent rise in farm foreclosures last year. "This in one thing that may be helpful in a variety of strategies."

But legislators are attempting to better coordinate the timing and substance of trade bills within agricultural interests. At the urging of Democratic Senator Rose Ann Vuich of Tulare, a key player on trade who sponsored last year's export-finance package, the WTC will hold its first Fresno meeting this month.

Senate Republican leader Jim Nielsen of Woodland is also smarting from his unitary tax/market access proposal to the bipartisan unitary working group. The proposal, not yet in bill form, would require certification of adequate market access in the country where a multi-national is based for that firm to take advantage of unitary relief. It would likely be added to Farr's "California Plan," which would impose fees in the initial years on companies receiving unitary relief, to fund a list of trade, economic and infrastructure development programs (see box).

Nielsen's plan was designed to rally agriculture and timber exporters in his district. But an aide concedes that "agriculture groups are not as interested or as quick to go along with this as they should be." A number of business groups have publicly called the plan unconstitutional, and Deukmejian, an early backer of the idea, has since been silent. Nielsen himself now admits that "it's enormously difficult to put language in at the state level that can accomplish any real change."

As legislators now recognize the need for a comprehensive approach to trade problems, they also face the possibility that there may not be very much California can do on its own for its exporters and international business interests. Unfortunately, trade as a political issue has fewer limitations and may for some time simply be too attractive to pass up — especially as elections draw near.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Advertisement

REACH THE LEADERS

Each month **54,000** Californians read *California Journal.* These **54,000** *California Journal* readers comprise the political and community leadership of our State.

Each year these **54,000** *California Journal* readers spend a lot of time in Sacramento shaping State and local policy and State and local budgets.

Each fiscal year, these **54,000** *California Journal* readers make decisions affecting over $100 billion dollars spent by State, County and local government on Transportation, Education, Health, Law Enforcement, Social Programs, Office Automation, Facility Construction, Forests, Banks, Energy, Libraries and Water.

California Journal offers marketing and strategic advertisers the unique opportunity to influence the people who decide how this money is spent and how these policies are set.

California Journal, where **54,000** Californians turn for political insight every month.

For further information on advertising in *California Journal* call Colt Stewart at (916) 442-2284.

ROSTRUM

Discord

Concerning "A touch of discord" (*CJ*, October 1985) about the governor's toxic reorganization plan and its linkage to my Medi-Cal bill, I would like to correct a factual error. You state that my bill "contained a provision that would automatically adjust the size of the maintenance income of Medically Needy Adults when the cost-of-living index changed." In fact, my bill does not add a new cost-of-living adjustment (COLA). It has nothing to do with COLA's. It deals only with the formula used to calculate the maintenance income level for Medically Needy Adult couples. COLA's are addressed elsewhere in law. They apply to this recipient group in exactly the same way they apply to all other aged, blind, and disabled recipients of SSI and Medi-Cal. The (COLA) issue was raised only because the Assembly Republicans, at the governor's request, were trying to force me to accept an amendment that would have removed the COLA for this one very small and very needy group of Medi-Cal recipients.

LOUIS J. PAPAN
Assemblyman, 19th District

Bradley-Garamendi

Concerning William Endicott's article *"Un-Mending a Fence" (CJ,* September 1985), his assertion that "California has a history of returning its first-term governors to office" is incorrect. Since statehood, California has had 34 governors. Of those 34, only 12 (Bigler, Low, Haight, Irwin, Johnson, Warren, Brown Sr., Reagan, Brown Jr., Stephens, Merriam and Knight) have served more than one term — and the last three served less than two terms because they came into office by constitutional succession, not by election. A state which returns but a third of its chief executives to office hardly has a "history of returning its first-term governors to office." Also, the article elevates Senator John Garamendi's statement made at a fund-raiser to the status of a promise. What about Mayor Bradley's promise to the voters of Los Angeles? Surely, they could not be accused of unreasonable reliance on a politician's word if they understood his statement that he had "no plans" to seek the governorship as a promise that he would serve out his elected term. If the one statement is not a promise, why is the other? And if both are promises, why should not Mayor Bradley's breach excuse Senator Garamendi's?

DANIEL J. LEER
Berkeley

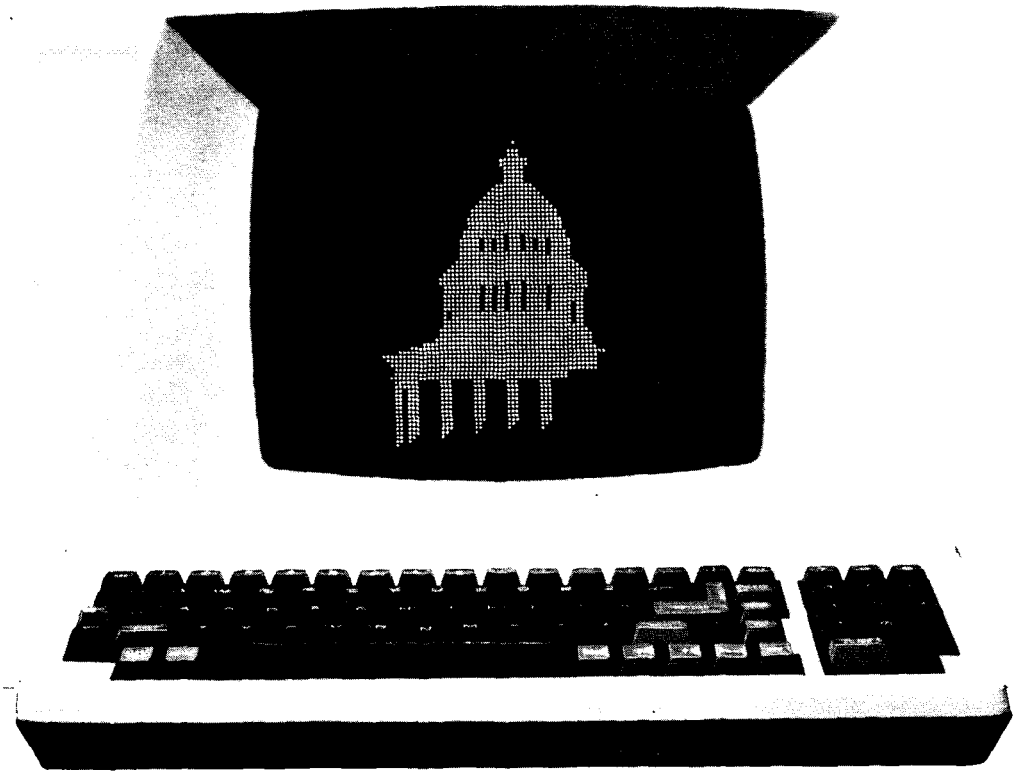
Toxics

The article "Toxic troubles" (*CJ*, September 1985) brings up a subject of great interest to me. For six years I chaired the environmental health committee of the State Health Planning Council, and from the beginning have been concerned about the lack of coordination for protection of air, land and water. Basically, we have only these three natural resources, each dependent on the other. The Department of Waste Management belongs in the Department of Health Services; it should not be a separate department. It belongs in a department dedicated to protection of the environment and should be directly under the governor. The administrator must be the best person in the field. Directly under the administrator should be three directors, one each for air, land and water. In the meantime we must have better enforcement of existing laws and regulations and supply adequate funds to do the job.

AUDREY H. FISHER
Los Altos

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Information is Power

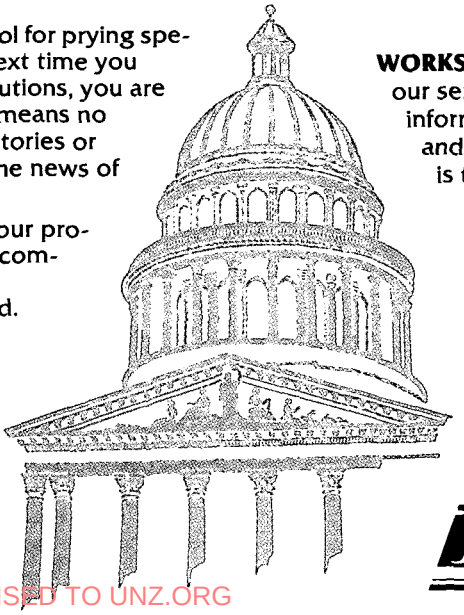


For over five years, Legi-Tech has been a tremendous tool for prying specific data out of daily California legislative activities. The next time you need information about any bill, vote or campaign contributions, you are only seconds away from the answers you need now. That means no more expensive trips to the Capitol, searching through histories or scanning files. Legi-Tech eliminates the chaos by putting the news of today's political tidings at your fingertips.

The system is SIMPLE — both to learn and operate. All our programs were designed for those who know nothing about computers. The user is prompted along the way so that all information is more quickly at hand than any other method.

Our service is RELIABLE. We have been in business for five years providing the legislative community with organized and timely information. We have always come through for our clients. We do not make promises we don't intend to keep.

Legi-Tech's hallmark has been consistency of service at a LOW COST. Price is based upon annual fees for the services you select to fit your needs — not clocks or meters. That way you never pay for something you don't need.



Above all, ours is a system that WORKS. Day in and day out, people use our service to fill a variety of legislative information needs. Our staff is friendly and knowledgeable, our information is timely and we strive to make our clients happy. Please call us for more information. We'd love to hear from you.

After all, **information is power** only when it is timely and accurate.

LegiTech

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

LEGI-TECH • 1121 L STREET — THE SENATOR HOTEL • SUITE 207 • SACRAMENTO • CA 95814 • TELEPHONE (916) 447-1886

Advertisement

A F G H A N I S T A N

A NATION THAT IS DYING

Every International Human Rights Organization in the world has condemned the Soviet Union for its activities in Afghanistan. It's time the American people knew the truth.

You are invited to a Press Reception for an Afgan Freedom Fighter
October 29, 1985, 5:00-7:00 P.M. at the Senator Bldg., 1121 L St., Sacramento, CA.

☐ Yes, I would like to help sponsor a child for Medical Treatment in the U.S.
Enclosed is my contribution for: ☐ $5,000 ☐ $2,000 ☐ $1,000 ☐ $500 ☐ $250 ☐ $100 ☐ $50 ☐ $25

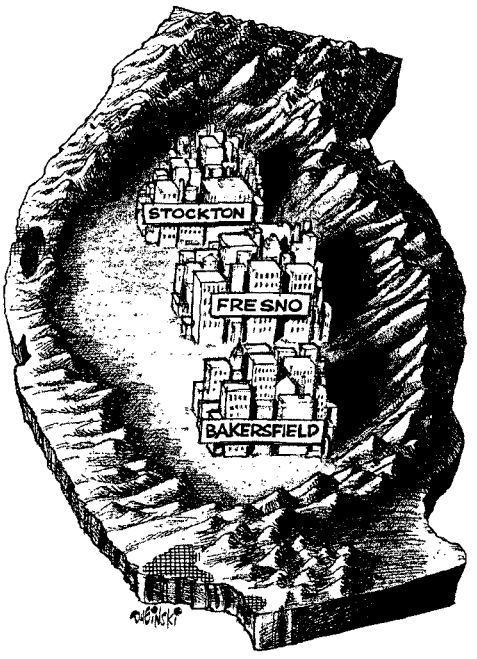
Name _____
Address _____
Telephone Number _____

Please make checks payable to Committee For A Free Afghanistan
Mail to: 1121 L Street, Suite 1033, Sacramento, CA 95814 Phone (916) 442-1091 Your Contributions are Tax Deductible

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A different breed of Democrat

By JIM BOREN



Out in the fertile San Joaquin Valley, where they grow millions of dollars worth of the nation's lushest commodities, they also raise Democrats who look and sound like Republicans. For years these hybrid Democrats have been successful by casting enough votes to keep their Democratic credentials valid, while spending much of their time taking care of the substantial interests of conservative farmers. They learned long ago that some of their liberal positions have to be soft-pedaled if they want to stay in office.

Assemblymen Jim Costa and Bruce Bronzan, both of Fresno, last year voted for AB1, the homosexual employment rights bill, and they espouse a pro-choice position on abortion. But they also come back to their districts to give speeches on how Jerry Brown appointees on the Agricultural Labor Relations Board have been unfair to farmers and talk about how agriculture needs relief from burdensome regulations.

There are some pure Democrats in the San Joaquin Valley to be sure, but they are not major voices in the Democratic machinery. Their more conservative counterparts are the ones holding those fancy reelection parties down at the ranch of some big contributor.

Now, as trendy Democrats across the country say their party must change if it is to avert the kind of defeats suffered by its last two presidential nominees, valley Democrats are feeling smug. As the Democratic Party nationally gropes its way back to the elusive political center, valley Democrats are feeling rather secure. Instead of having to move to the party, they see the party moving to them.

"If there is a change going on in the Democratic Party, we are not going to be out of step with it," said Assemblyman Bronzan.

What seems to separate valley Democrats from the state's other rural Democrats, who tend to be more conservative than their urban counterparts, is that valley Democrats generally have progressive positions on such issues as civil rights, abortion and gay rights. Where they display their conservative bent is in the area of economic issues — farm policy, water development and pesticide regulations. They have elevated that special breed of Democratic conservatism to a fine art.

Jim Boren is a political writer for The Fresno Bee.

Ticket-splitting

That has made valley voters particularly fond of ticket-splitting — the practice of picking and choosing among Democrats and Republicans to send to Washington and Sacramento. The conservative leaning of valley Democratic voters also figures into the strategy of state and national candidates campaigning in the region.

"Valley Democrats are similar to Southern Democrats, with the exception that valley Democrats are very strong on civil rights," said Fresno lawyer Anthony P. Capozzi, a member of Walter Mondale's national finance committee during last year's presidential election. "Valley Democrats may be the Democrats of the future, maybe without even realizing it."

Theodore H. White, in his book "The Making of the President, 1960," noted that Democratic presidential candidate John F. Kennedy learned of the special nature of valley Democrats while campaigning there. As a result, Kennedy decided to confront the fears that many Americans had over his Catholic faith.

"No politician as sensitive or as well-informed as Kennedy traveling through California's Central Valley, where lived transplanted Oklahomans, Texans, Arkansans, needed to be told that these gut-Democrats were disturbed by this candidate of Roman Catholic faith," White wrote. "And if they were, so were millions of others." White said Kennedy then chose to raise the issue of religion frankly in an attempt to allay the fears of Protestants.

Former Congressman B. F. Sisk of Fresno is an example of the kind of Democrat who could be politically successful in the valley. He was viewed by most as a moderate-to-conservative Democrat who maintained his power through strong agriculture connections.

But Sisk also was a key player in the House as the 1964 Civil Rights Act was being formulated and remained a strong supporter of labor. Seventeen years before he was elected to Congress, Sisk was walking picket lines with the old winery and distillery workers union.

Democratic Congressman Richard Lehman of Sanger said Democratic politics at the local level has been successful because it is much more reflective of the voters. "When you look at the San Joaquin Valley, you see that the Democrats hold the majority of seats despite the fact that the constituency almost al-

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

SISK

ZENOVICH

COSTA

COELHO

ways goes for the Republican candidate for governor and president," Lehman said. "The more moderate Democrats are the ones who survive the primaries and the ones who stay in office the longest."

Boycotting a boycott

Lehman's recent reaction to United Farm Workers President Cesar Chavez is an example of how a valley Democrat often breaks with his party when it comes to agriculture. While Chavez' renewed call for a grape boycott was being toasted in Washington by Democrats such as Senator Edward M. Kennedy of Massachusetts and Representative Howard Berman of Los Angeles, Lehman boiled.

The Sanger Democrat made his position clear when his office delivered crates of California grapes to members-only cloakrooms in the House. Lehman then took to the House floor to blast Chavez' boycott, claiming that the union had "no legitimate complaint against farmers they seek to destroy."

Bronzan's two runs for the Assembly are examples of how the voters often accept Democratic candidates for the Legislature. In 1978, when Bronzan was considered a more liberal candidate, he lost in the Democratic primary to Jim Costa, who was elected to the Assembly in that year's November general election. After moving toward the center of the political spectrum, Bronzan was elected to the Assembly in 1982 with nearly 60 percent of the vote, while George Deukmejian was also carrying the Assembly district.

During Bronzan's winning campaign, he said those who labeled him a far-out liberal in his younger days were wrong. But if the former Fresno State University student body president was not a liberal, he sure looked the part. Sometimes sporting shoulder-length hair and beard, Bronzan helped found a "free school" to offer an alternative to traditional education and once resided in a communal-living arrangement with four other families.

In his unsuccessful run against Costa, Bronzan was bludgeoned over his support in 1976 of Proposition 14 — the farm-labor initiative backed by Cesar Chavez. In his winning Assembly campaign six years later, he told farmers that his earlier support of Proposition 14 was a mistake and vowed that he would be one of their strongest supporters in Sacramento.

Bronzan would not tie his loss the first time to being too liberal for the voters, but he admitted that he has moved philosophically closer to the valley constituency in the succeeding years.

"I have clearly moderated my beliefs over the years as I have become older and more experienced," Bronzan said.

David Provost, a political science professor at Fresno State University, points out that for a political party to be successful, it must appeal to the bulk of voters.

"Here in the valley, they are moderate to conservative," he said. "That means candidates, such as (former state Senator) Hugh Burns and Bernie Sisk, have had to be on the conservative side

Advertisement

Political
Campaign
Management
Workshops and Seminars in Sacramento
Introduction to Political Campaign Management
Saturdays and Sundays, November 16, 17, 23 & 24
Writing and Developing Ballot Measures
Saturday, December 7
Campaigning—A Strategic Overview
Saturday, January 18
Computers and Their Use in an Effective Campaign
Saturday, February 8
Political Direct Mail
Saturday, February 15
Political Fundraising
Saturday, February 22
For a free brochure on these courses call (916) 752-7534 or write to: University Extension, University of California, Davis, CA 95616.
W85#901
UC Davis Extension

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The campaign button on the left is one example of how political opponents try to hang the liberal, radical label on valley Democrats. The button surfaced during Democrat Bruce Bronzan's 1982 Assembly campaign. Although his GOP opponent, Joanne Slinkard, denied any connection with the button, it vanished into the realm of political memorabilia soon after Bronzan complained about it. On the right is how Bronzan actually looked in 1982.

of the Democratic Party."

But while acknowledging that Democrats have been politically successful in the valley, he said that much of the reason in recent years has been the gerrymandering of districts by the Democratic-controlled Legislature.

Sisk, who retired from Congress in 1978 after serving 24 years, said he hopes that the Democratic Party moves back to the center of the political spectrum. "Unfortunately, we got so far out in left field, and that has hurt the party," the former congressman said. "It looks like we are moving back to a centrist position."

Sisk acknowledged that the valley is generally more conservative than many areas of the state because its economy is tied to agriculture, "causing us to lean a little more in that direction."

Merced Congressman Tony Coelho, a member of a Democratic National Committee commission studying the direction of the party, said many of the traditional Democratic programs need to be reshaped to fit the needs of Western voters.

"We don't need to be a clone of the Republican Party," he said, "but we do need to react to changes and new issues that face government at all levels." Coelho said valley Democrats represent the direction that the national party is headed.

"None of them are afraid of being Democrats and they don't shy away from that term," he said. "That's important. In some areas of the country, people are running away from the Democratic label. Valley Democrats are independent and willing to stand up for the things that are important to the party. They will take on the leadership of the party when it is in the valley's best interest to do so."

Reagan farm policy

Despite President Reagan's lasting appeal across the San Joaquin Valley, they are not shy about criticizing California's most prominent citizen. They are especially vocal in their denunciation of the Reagan farm policy.

Former Appellate Court Justice George N. Zenovich, who represented the valley in the Assembly and state Senate, pointed out that while the valley is conservative, the city of Fresno has a liberal streak. Fresno voters supported George McGovern over Richard Nixon in 1972 and went for Walter Mondale over Reagan last November.

Zenovich represented Fresno in the Assembly, and he said his votes reflected that liberality. After he went to the Senate, he also represented most of Fresno County, more conservative territory, and later picked up Stanislaus County, including highly conservative Modesto.

"There was no way that I could represent the city of Modesto the same way as I represented the city of Fresno 10 years before," Zenovich said. "That was reflected in my voting patterns."

Advertisement

NOSSAMAN, GUTHNER, KNOX & ELLIOTT, A LAW FIRM, ANNOUNCES THE ACQUISITION OF JLA ADVOCATES, A GOVERNMENT RELATIONS FIRM.

San Francisco
Third Floor
100 The Embarcadero
San Francisco, CA 94105-1295
415 . 543-2700

Los Angeles
Thirty-First Floor
445 South Figueroa Street
Los Angeles, CA 90071-1635
213 . 612-7800

Sacramento
1010 Eleventh Street
Suite 300
Sacramento, CA 95814
916 . 442-0238

Orange County
Suite 1630
695 Town Center Drive
Costa Mesa, CA 92626-1981
714 . 545-3270

Washington, D.C.
Sixth Floor
1140 19th Street, N.W.
Washington, D.C. 20036-6699
202 . 223-9100

JLA ADVOCATES

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

These are the good old days

Legislative session had something for everyone

By RICHARD ZEIGER

Remember the "off-election year?" That phrase once described the first year of the two-year legislative session. It was the odd-numbered year, like 1985, when state legislators had just finished an an election campaign and really hadn't started thinking about the new campaign that would arrive the next year. It was a time when when the state's elected officials pushed political considerations aside, making statesman-like decisions about a whole raft of complicated public questions. At least, looking back from these more-partisan times, that's the way things seemed.

Well, by most accounts, the legislative year just completed was productive enough to recall the good old days.

The state Legislature passed, and Governor George Deukmejian signed, an array of bills, including a major revision of the state's welfare system that will require some welfare recipients to work for their state checks, a speedup of the prison construction program, new money for "latch-key" child-care programs and even a bill that will require the state's motorists to buckle their seat belts. Lawmakers also managed to take care of one other traditional off-year matter: They raised their own salaries from $33,732 to $37,105 per year — the 10 percent increase the state Constitution allows.

That doesn't mean, of course, that politics was ignored. But it turned out that approving some significant legislation was in everyone's political best interests. Deukmejian has been under attack from his likely challenger, Los Angeles Mayor Tom Bradley, as a "caretaker" who cannot get his programs enacted. Those charges may have made the governor more willing to compromise than in past years.

A Democratic opportunity

Legislative Democrats also saw an opportunity to get some of the programs they have been seeking pushed into law. Senate President pro Tempore David Roberti, for example, convinced Deukmejian to provide more money for child-care programs as part of the price for his cooperation on the governor's workfare program. In the Assembly, Speaker Willie Brown all year enjoyed better relations with Republicans in his house, and he, too, is anxious to compile a record of accomplishments to aid the reelection chances of Assembly Democrats. He carried the seat belt bill himself.

"When good bills are passed, everybody gains," said Richie Ross, Brown's chief of staff.

Deukmejian officials, while maintaining that their administration all along has had a record of solid legislative accomplishment, also was pleased. "We got the things we wanted most," noted Chief of Staff Steve Merksamer.

The governor won passage of his plan to require some welfare recipients to work for their checks. Known as "workfare," only single parents with children under six will be exempt from a requirement that they either enter an employment program or get some sort of job training. In addition, he won approval of his plan to quickly add some 5000 new prison beds at a cost of $78 million to house the state's growing prison population. In order to get the bill, however, he had to agree to sidetrack plans to build a new prison near downtown Los Angeles. Despite the fact that county provides 38 percent of the state's prisoners, it still has no prison.

Even Deukmejian's failures may turn out to be political blessings. Although Assembly Democrats killed his plan to create a new department to regulate toxic waste programs, Deukmejian will now be able to blame the Legislature for the state's failure to clean up any of the state's most notorious hazardous waste sites. Lawmakers also turned down a proposal, supported by Deukmejian, to change the way the state taxes international corporations. It may turn out that the governor is just as happy not having to explain why he supported a bill that gives enormous tax breaks primarily to foreign companies.

A potential loser

In fact, the only potential loser was Bradley, whose attacks on Deukmejian may have been blunted somewhat by the governor's legislative successes.

Bradley's chief deputy, Tom Houston, believes it won't make any difference. "That's the tunnel vision of being in Sacramento," he said. "Those things won't change the public perception any." Houston said that even with the legislation, "The governor's got to administer it. And this governor can't administer his way out of a paper bag."

Houston and Ross both also discounted reports — being spread by, among others, the Deukmejian forces — that

Governor Deukmejian's Veto Record

Democratic bills vetoed	195
Republican bills vetoed	26
Senate bills vetoed	92
Assembly bills vetoed	129
Total Vetoes	**221**

Legislators with most bills vetoed:

Senator Ralph Dills, D-Los Angeles	10
Assemblyman Johan Klehs, D-Alameda	7
Senator Diane Watson, D-Los Angeles	7
Assemblyman Robert Campbell, D-Contra Costa	6

Republicans with most bills vetoed:

Senator Milton Marks, R-Marin	4
Assemblyman Larry Stirling, R-San Diego	4
Assemblyman Charles Bader, R-Los Angeles	2
Senator Jim Nielsen, R-Butte	2
Senator John Seymour, R-Orange	2

Most-vetoed Items

Percentages reflect amount of total vetoes

1.	Schools	52 bills (23.5%)
2.	Government Operations	39 bills (17.6%)
3.	Environment and energy	25 bills (11.3%)
4.	Social (welfare, pensions, disability, Medi-Cal)	23 bills (10.4%)
5.	Legal (crime, courts)	22 bills (10%)
6.	Medical (includes doctors, hospitals, nursing homes)	16 bills (7.2%)
6.	Taxes (including tax breaks)	16 bills (7.2%)
8.	Labor Relations	14 bills (6.3%)
9.	Politics/elections	7 bills (3.2%)
10.	Housing	5 bills (2.3%)

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

legislative Democrats allowed the governor his victories because they want to fend off potential Republican attacks. This theory has Democrats writing off Bradley's impending rematch with Deukmejian as a lost cause. Why stick their own necks out by bucking the governor, just to help a hopeless Bradley campaign?

More likely, Democrats were tired of defending unpopular programs, such as welfare, and decided to take advantage of an opportunity to get a little good publicity for a change.

Despite the overall cooperative mood, there was still plenty of room for disagreement. Deukmejian proudly noted that he vetoed 221 bills in the past year (see Roll Call), and now claims a record for California governors with 1263, including individual items vetoed from the state budget, in his three years in office.

Surprisingly, at least a couple of the vetoes indicated a previously well-disguised concern for consumers. The governor blocked one measure that would have raised the price of imported wines, a bill that might also have relieved domestic wine producers from having to compete with less expensive foreign wines. He also vetoed a measure sought by the funeral industry that would have eased state restrictions on the sale of "pre-need" funeral packages. Although he signed a bill that once again "temporarily" increased the interest rates charged by department stores from 18 percent to 19.2 percent, he indicated this would be the last time he would do so.

But most of the governor's vetoes were more predictable. He blocked a measure designed to restrict investments by the state's pension funds in firms doing business in South Africa, a bill to study "comparable worth" proposals that call for paying more some state jobs dominated by women, and a bill to study moving the old governor's mansion, now a museum, to a new site in downtown Sacramento (see box).

Other major bills signed into law will:

- Provide $30 million for after-school programs for "latchkey" children.
- Provide $5 million for AIDS research, education and treatment.
- Set up a statewide registry that tracks deaths from cancer. These cancer registries can help determine the environmental causes of cancer.
- Exempt property owners from damage suits by trespassers who commit felonies while on their land.

An uncommon veto

To the question of moving
the Mansion a mile
And signing this bill
with a wink and a smile
So that Papan's Commission
can start on its plan
Of sketching and spending
and clearing the land
And building an office
to house all my staff
I say strongly and firmly,
"Lou, don't make me laugh!"

Lou's the Grinch who stole Christmas
and banished our tree
From below the Great Dome
to where no one could see.
He's the hard hearted landlord
who'd kick out a man
Who for years has shined shoes
at a weathered old stand.
He's a stubborn opponent
who once went so far
As to try to expel
my chief of staff's car.

I, THEREFORE, MUST VETO
this ill-conceived bill
For it does not reflect
the most popular will..
If given a choice
as to what things should happen
I say don't move the Mansion,
move out Lou Papan.

Anonymous

Governor Deukmejian issued his oddest veto ever on a bill (AB1411) by Democratic Assemblyman Lou Papan of Millbrae. It would have created a commission to study the feasibility of relocating the historic governor's mansion and was similar to one vetoed last year.

What made the veto unusual was a longish poem, penned by an anonymous member of the governor's staff. But the poem did not so much veto the bill as it attacked Papan. In fact, the poem said so little about the bill that the governor had to write a regular, prosey veto message at the bottom of the page.

An administration spokesman justified the rhyme by saying that the bill itself was "never taken seriously" by the governor, who had no intention of signing it. Since it was similar to a measure vetoed in 1984, the spokesman said, Deukmejian asked for a "lighthearted veto message."

But just because something is written in a lighthearted, poetic style doesn't make it lighthearted — and this poem isn't. It doesn't even deal with the heart of the bill, which is the commission. Instead, it goes after Papan personally. He's called a Grinch, a hard-hearted landlord, a stubborn opponent and the author of an ill-conceived bill who should be moved out of the Legislature.

Why Papan? One theory is that Deukmejian partially blames Papan for the Assembly's failure to pass the administration's toxic-reorganization plan during final hours of the legislativesession (see "A touch of discord," *CJ*, October 1985). Thus, to tweek Papan, the governor chose a small but public humiliation with this veto message. The governor's office denies any motive beyond good humor and a friendly jest.

Papan's public response was surprisingly muted, given his mercurial nature. He sent a tongue-and-cheek letter to the California Arts Commission, urging that the anonymous poet be given a grant to help "encourage his unique creative writing skills."

Privately, however, the Bay Area Democrat was seething, and he's never been shy about displaying his anger. As chairman both of the Assembly and Joint Rules Committees, Papan can retaliate in a variety of ways and has a reputation for doing so (see "Sweet Lou?" *CJ*, September 1983).

"I'll look at things in January," he says.

And how does Papan respond to the poem's last, perhaps wishful line? "He's gonna have a tougher time with Tom Bradley than I'm gonna have with my campaign."

A.G. Block

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

(A review of top stories during the past 30 days.)

BRADLEY AND FARRAKHAN

(September 15th): Los Angeles Mayor Tom Bradley condemned a speech by Black Muslin leader Louis Farrakhan. Bradley was widely criticized by the city's Jewish community for not speaking out before the Muslin minister's September 14th speech in Los Angeles. Bradley justified his earlier silence by saying that he privately tried to persuade Farrakhan not to make anti-Semetic remarks. Bradley said he was only "partially successful."

CSEA OFFICIALS QUIT

(September 16th): Four top officials of the California State Employees Association (CSEA) quit the union over what CSEA General Manager Gerald Gress termed "philosophical differences." The four were Chief Counsel Ben Allamano, lobbyist liaison Steve Hardy, field services administrator Sherry Hunt and press spokesman Keith Hearn.

DUKE'S SOUTH AFRICAN POLICY

(September 17th): Governor George Deukmejian issued an executive order asking that the managers of various state funds limit future investments with companies doing business in South Africa to those that follow anti-discrimination standards known as the Sullivan Principles. The order affects the Public Employees Retirement System, Legislators Retirement System, Judicial Retirement System and State Teachers Retirement System. (The governor later vetoed a bill by Democratic Assemblywoman Maxine Waters of Los Angeles that would have prohibited those funds from making any investments with companies that do business in South Africa.)

SWOAP RESIGNS

(September 27th): Health and Welfare Secretary David Swoap announced that he will leave the governor's cabinet on November 1st to join a law firm headed by former Deukmejian finance director Michael Franchetti. Swoap, who negotiated a successful workfare proposal during the current legislative session, had been criticized for poorly managing efforts to reorganize the state's toxic programs into a single agency (see "Toxic troubles," *CJ*, September 1985). (Only days after his resignation, Swoap was prominently mentioned for a post on the Reagan Cabinet — as successor to U.S. Health and Human Services Secretary Margaret Heckler, who resigned to become ambassador to Ireland.)

FLAT TAX URGED

(September 27th): A Deukmejian-appointed tax-reform advisory panel issued its final report, calling for a flat-rate income tax, higher cigarette and alcohol taxes and an end to sales-tax exemptions for such things as candy. The panel omitted a recommendation from a preliminary report issued in February to tax groceries and health services. The flat-rate income tax would allow deductions only for mortgages on principal residences and for charitable contributions, but most Californians would still pay less than they currently do. The governor praised commission work but did not immediately endorse its proposals.

GARAMENDI BOWS OUT

(September 30th): State Senator John Garamendi announced that he would not challenge Los Angeles Mayor Tom Bradley for the Democratic nomination for governor in 1986. Garamendi, who lost the 1982 primary to Bradley, trailed badly in the polls and was haunted by a promise not to run against Bradley (see "Unmending a fence," *CJ*, September 1985). The Walnut Grove Democrat left the door open for a possible return, however, should Bradley decide not to run. In withdrawing from the race, Garamendi said that to beat Bradley, he would have had to run a personally distasteful and negative campaign.

LOTTERY BEGINS

(October 3rd): Nearly 11 months to the day after voters approved it, California's state lottery kicked off with a series of parades, brisk sales and at least ninety $5000 "instant winners" within the first six hours. Lottery officials estimated that 10 million tickets were sold in the first nine hours; 30 million in the first day-and-a-half. At the same time, the state controller's office announced that winners could lose their jackpots if they are behind on child-support or student-loan payments. (In a related story, several lottery vendors around the state jumped the gun and began selling tickets one or two days early. They were subequently stripped of their right to sell tickets.)

ART SNYDER CALLS IT QUITS

(October 4th): A tearful Councilman Art Snyder bid farewell to the Los Angeles City Council after a controversial career that began in 1967. The council tentatively approved December 10th for a special election to replace him in the predominantly Latino 14th Council District. Among those running for the seat are Democratic Assemblyman Richard Alatorre and Gil Avila, recently resigned advisor to Governor Deukmejian.

SUIT OVER WATERMELONS

(October 4th): The state Department of Food and Agriculture announced that it had completed a two-month investigation of watermelon contamination and would file civil lawsuits against three farmers suspected of applying the pesticide aldicarb to watermelon fields. The problem surfaced last July when many consumers became ill after eating contaminated melons. At that time, Food and Agriculture Director Clare Berryhill vowed to criminally prosecute violators, but Berryhill backed away from that, saying instead that fines and civil penalties would provide a "greater deterent" to future abuse.

HEDGECOCK GUILTY

(October 9th): San Diego Mayor Roger Hedgecock was found guilty on 12 counts of perjury and one count of conspiracy, putting an abrupt end to his political career (see "Hedgecock," *CJ*, September 1984). Hedgecock, 39, faces up to four years in prison on each count and must resign from office when sentenced on November 6th. Hedgecock's troubles grew out of his relationships with San Diego financier J. David Dominelli, who was convicted of swindling millions of dollars from investors, and Nancy Hoover, a Dominelli associate. The current trial was the second time Hedgecock had been tried; a previous trial ended in a hung jury last February.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Advertisement

BILLTRAK

A Service of Capitol Information Management*

BILLTRAK is an on-line electronic data base service that provides you with the ability to monitor bills in the California Legislature from your office...

FULL TEXT OF ALL BILLS
VOTING RECORDS
CAMPAIGN CONTRIBUTIONS
SEARCH BY KEY WORD, CODES

- No Waiting — immediate response
- Accurate
- Flexible report formats
- Compatible with your equipment
- Affordable

LOBBYISTS...WE WANT YOUR BUSINESS!!!

Ten free hours if you subscribe by November 30, 1985

For More Information, Please Contact:
Diana Rains or Mark Krausse
Capitol Information Management
(916) 636-4150

*a division of Electronic Data Systems

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

ROLL CALL

ASSEMBLY

APARTHEID

AB 1134 (Maxine Waters). Prohibits future investments of state pension funds in companies doing business with the government of South Africa. Proponents argue that state policy should not support racial segregation. Opponents contend bill will jeopardize state investment policy. Passed September 11th, 44-31.

DEMOCRATS FOR: Agnos, Alatorre, Areias, Bane, Bates, Bronzan, Willie Brown, Calderon, Campbell, Chacon, Clute, Condit, Connelly, Cortese, Costa, Davis, Duffy, Eaves, Elder, Farr, Floyd, Hannigan, Harris, Hauser, Hayden, Hughes, Isenberg, Johnston, Katz, Killea, Klehs, Margolin, Molina, Moore, O'Connell, Papan, Peace, Robinson, Roos, Sher, Tanner, Vasconcellos, Vicencia, Maxine Waters.

REPUBLICANS FOR: None.

DEMOCRATS AGAINST: McAlister, Norman Waters.

REPUBLICANS AGAINST: Bader, Baker, Bradley, Dennis Brown, Ferguson, Filante, Frazee, Frizzelle, Grisham, Herger, Hill, Johnson, Jones, Kelley, Konnyu, La Follette, Lancaster, Leonard, Lewis, McClintock, Mojonnier, Mountjoy, Nolan, Rogers, Seastrand, Sebastiani, Stirling, Wright, Wyman.

Advertisement

EFFECTIVE.

Douglas, Golden & Associates provide a full range of lobbying services for their clients. Mike Douglas and Sherrie Golden bring to their new lobbying firm over 25 years of combined experience in the California Legislature. Mike and Sherrie know and understand the legislative process and are respected members of the Capitol's lobbying community.

These skills work. Effective lobbying through experience and expertise produces results.

We invite you to call our office to receive our brochure and to discuss your legislative needs.

DOUGLAS, GOLDEN & ASSOCIATES

Legislative and Governmental Relations
910 K Street
Sacramento, CA 95814
(916) 442-0250

SEAT BELTS

AB 27 (Willie Brown). Prohibits the sale in California of automobiles which do not meet specified federal standards for safety belts and makes the the use of seat belts mandatory. Supporters say that federal law requires cars to be equipped with automatic restraints unless a sufficient number of states enact mandatory seat belt laws. Opponents do not agree that seat belts save lives. Passed September 13th, 49-24.

DEMOCRATS FOR: Agnos, Alatorre, Areias, Bane, Bates, Bronzan, Willie Brown, Calderon, Chacon, Clute, Condit, Connelly, Cortese, Costa, Davis, Eaves, Elder, Farr, Hannigan, Harris, Hauser, Hayden, Hughes, Isenberg, Johnston, Katz, Killea, Klehs, Margolin, Molina, Moore, O'Connell, Papan, Peace, Roos, Sher, Tanner, Vasconcellos, Vicencia, Maxine Waters, Norman Waters.

REPUBLICANS FOR: Bader, Filante, Herger, Jones, Kelley, Mojonnier, Sebastiani, Statham.

DEMOCRATS AGAINST: McAlister, Robinson.

REPUBLICANS AGAINST: Baker, Bradley, Dennis Brown, Ferguson, Frizzelle, Grisham, Hill, Johnson, Konnyu, La Follette, Lancaster, Leonard, Lewis, McClintock, Mountjoy, Naylor, Nolan, Rogers, Seastrand, Stirling, Wright, Wyman.

SENATE

PESTICIDE SAFETY

SB 269 (Petris). Requires agricultural growers to post warning signs around fields whenever spraying with dangerous pesticides. Sponsors say bill is needed to ensure farm worker safety. Growers argue that bill requires unnecessary and extensive posting of fields. Passed September 13th, 25-11.

DEMOCRATS FOR: Alquist, Ayala, Boatwright, Carpenter, Dills, Garamendi, Bill Greene, Leroy Greene, Hart, Keene, Lockyer, McCorquodale, Mello, Montoya, Petris, Presley, Robbins, Roberti, Rosenthal, Stiern, Torres, Watson.

REPUBLICANS FOR: Davis, Marks, Morgan.

DEMOCRATS AGAINST: Vuich.

REPUBLICANS AGAINST: Bergeson, Beverly, Campbell, Craven, Doolittle, Ellis, Maddy, Royce, Russell, Seymour.

SEAT BELTS

AB 27 (Willie Brown). Prohibits the sale in California of automobiles which do not meet specified federal standards for safety belts and makes the use of seat belts in passenger vehicles mandatory. Supporters say that federal law requires cars to be equipped with automatic restraints unless a sufficient number of states enact mandatory seat belt laws. Opponents do not agree that seat belts save lives. Passed September 13th, 24-10.

DEMOCRATS FOR: Dills, Foran, Garamendi, Bill Greene, Leroy Greene, Hart, Keene, Lockyer, McCorquodale, Mello, Montoya, Petris, Robbins, Roberti, Rosenthal, Torres, Vuich, Watson.

REPUBLICANS FOR: Beverly, Campbell, Davis, Maddy, Marks, Morgan.

DEMOCRATS AGAINST: Ayala, Presley, Stiern.

REPUBLICANS AGAINST: Bergeson, Doolittle, Ellis, Nielsen, Royce, Russell, Seymour.

APARTHEID

AB 1134 (Maxine Waters). Prohibits future investments of state pension funds in companies doing business with the apartheid government of South Africa. Proponents argue that state policy should not support racial segregation. Opponents contend bill will jeopardize state investment policy. Passed September 10th, 25-12.

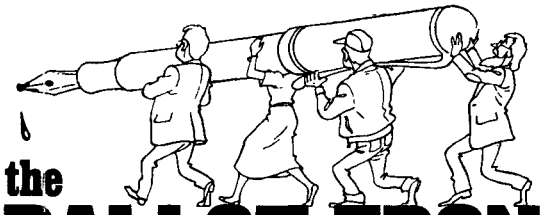
DEMOCRATS FOR: Alquist, Ayala, Boatwright, Carpenter, Deddeh, Dills, Foran, Garamendi, Bill Greene, Leroy Greene, Hart, Keene, Lockyer, McCorquodale, Mello, Petris, Robbins, Roberti, Rosenthal, Stiern, Torres, Vuich, Watson.

REPUBLICANS FOR: Maddy, Marks.

DEMOCRATS AGAINST: Presley.

REPUBLICANS AGAINST: Bergeson, Beverly, Campbell, Craven, Davis, Doolittle, Ellis, Nielsen, Richardson, Royce, Seymour.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



the BALLOT FRONT

A roundup of statewide initiative proposals. All statutes require 393,835 valid signatures; constitutional amendments require 630,136. In parenthesis is the deadline for sponsors to submit signatures to county clerks, and the issue of California Journal *that contains a full explanation of each measure.*

New in circulation:

TORT DAMAGES — an initiative statute, sponsored by Gene Livingston of Sacramento, aimed at reducing the "deep pockets" liability of state and local governments in injury cases by limiting non-economic awards (pain and suffering, as opposed to loss of wages, medical expenses, etc.) in proportion to each defendant's percentage of fault. (March 3rd)

ABORTION — an initiative constitutional amendment, sponsored by Susan Sassone of Fountain Valley, that would prevent any public money from being spent "directly or indirectly for the killing of innocent human individuals, from fertilization until natural death." (February 21, 1986)

Continuing in circulation:

ANTI-APARTHEID POLICY — an initiative statute, sponsored by Jules S. Barnes III of the American Roundtable of Sacramento. (November 14th, August 1985)

PUBLIC FUNDED ABORTIONS — an initiative constitutional amendment, sponsored by Renate Penny and Muriel Brown from the Institute for Child Care Studies of Sacramento. (December 19th, September 1985)

INJURY AWARDS — an initiative constitutional amendment, sponsored by David Sabih of Pacific Grove. (December 19th, September 1985)

REAPPORTIONMENT — an initiative constitutional amendment, sponsored by Republican Assemblyman Don Sebastiani of Sonoma. (December 23rd, September 1985)

REAPPORTIONMENT OF DISTRICTS — an initiative statute, also sponsored by Assemblyman Sebastiani. (December 23rd, September 1985)

Failed to qualify:

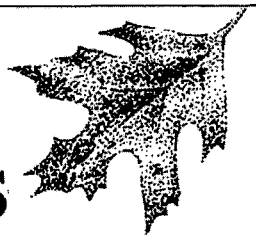
DENTURIST LICENSURE ACT — an initiative statute, sponsored by Darryl L. Allison of Alhambra, that would have established a Denturists Licensing Board to regulate non-dentists who fit people with false teeth.

MOTOR VEHICLE INSURANCE — an initiative constitutional amendment sponsored by Manual D. Talley of Los Angeles, that would have set up a state-run motor vehicle insurance program. The system would have been supported by premiums and not by tax dollars.

Source: Secretary of State March Fong Eu

Advertisement

TEMPIS FUGIT



November 1st Seminar on

LEGISLATIVE PROCESS

Is Just Around The Corner

We have all seen a legislative process chart showing the formal steps in the process of making laws. But the fact is that most of what really spells success or failure for a bill takes place outside the formal process.

This seminar first briefly reviews the formal process, clarifying the procedures, rules, sequence-of-events, technical structure of bills, and "language" of the Legislature. It then turns to the human and political aspects of the process, examining specific techniques for gaining access and being truly effective in communications with legislators, staff, lobbyists, state agency officials and media personnel.

Speakers will include prominent lobbyists, key legislative decision-makers, technical experts, media people, and public agency officials — all prepared to impart valuable insights on survival and effectiveness in the non-textbook, real-world arena of lawmaking in California. This day-long program is designed to be a stimulating and practical introduction for the newcomer as well as a highly valuable refresher for the veteran.

RESERVATIONS STILL AVAILABLE

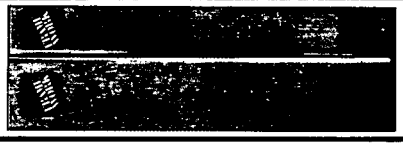
WHERE: El Rancho Hotel, 1029 W. Capitol Ave., Sacramento
FEE: $125, includes lunch & reference materials
TO REGISTER or for further information, contact:
Seminars
c/o California Journal
1714 Capitol Avenue Sacramento, CA 95814 916/444-2840 or 916/442-7904

This program is co-sponsored by *California Journal* and by Rod Tuttle's Legislative Seminars

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

MICRO SOFTWARE

On GSA Schedule!

MANUFACTURER	PRODUCT		SUGGESTED RETAIL	GOV'T. PRICE
ASHTON-TATE™		**Framework:** Integrated spreadsheet, DBMS, graphics, word processing, DOS access, telecommunications, and outlining.	$695	**$430.90**
SORCIM/IUS MICRO SOFTWARE		**SuperProject:** The #1 rated, advanced full color project management tool for scheduling and budgeting. Easy user customization.	$395	**$225.15**
MICRORIM™ Your way. That's Rway.		**R:Base 5000:** The new database standard for professional programmers; sorts 362% faster than the leading competitor.	$700	**$399.00**
MICROSOFT*		**Microsoft Word:** Popular word processor for the IBM PC permits columnar format, includes free spelling checker, and up to eight windows.	$375	**$232.50**
ALPHA SOFTWARE CORPORATION		**Keyworks:** The keyboard macro program PC WEEK called "wonderful product... miles ahead of its competition...one of the most important products released this year."	$89.95	**$62.95**

Hundreds of programs, up to 50% off, ready for fast delivery!

Most leading software companies are represented by Technology Services, Inc. (TSI) on the new GSA Micro Software Schedule for 1985/86.

Now more than ever, TSI is the best source for the most popular software packages. And we now offer training on GSA Schedule.

Peripheral products for IBM® PCs too.

If you need memory expansion and/or graphics boards for your IBM PC, talk to us. We carry fine products from AST Research, Hayes, Polaroid, Paradise Systems and more on GSA Schedule B.

And we'll save your agency money.

With more top products by more major software companies ready for rapid delivery. More understanding of government procedures and regulations to help you process your purchases and cut through red tape so you can get products you need, fast.

Volume discounts to stretch your agency's budget...knowledgeable sales people to help guide your software selection....responsible technical support available every working day...and more.

We'll even give you government discounts on all "open market," non-schedule purchases. And honor the same terms and conditions as for our GSA Schedule products.

Save 30% to 50% on every package—plus volume discounts!

*Open market purchase

Technology Services, Inc.℠

"The Government Software Center"

Western Regional Office:
1401 21st Street, Suite 308, Sacramento, CA 95814

916/443-6193

Eastern Regional Office: 703/354-8668 FTS Users: 202/354-8668

GSA Schedule C
Contract # GS00K85AGS6059

The trademarks and registered trademarks shown are proprietary to their respective manufacturers.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

...AND AN EXTENSIVE SELECTION OF PERIPHERALS.

MANUFACTURER	ENHANCEMENT PRODUCT		SUGGESTED RETAIL	GOV'T PRICE
QUADRAM™ An Intelligent Systems Company	**Expanded Quadboard®**	A single board combining the PC user's most wanted features, including serial, parallel, and game ports, clock/calendar, and software. Expandable to 384K (64K included).	$395	$288.35
STB* STB Systems, Inc.	**The Chauffeur**	Built for IBM monochrome monitors (or equivalents). Displays color graphics software in full-screen format, without the use of software drivers or preboot software.	$395	$275.00
	Rio Plus II	Features a serial port, parallel port, clock/calendar, PC Accelerator. (Game port, second serial port optional.) Includes 64K memory (expandable to 576K.)	$349	$245.00
Hayes®	**Smartmodem™ 2400**	Sets a new standard for high speed communications with 2400 baud transmission and advanced digital signal processing.	$899	$629.30
intel®	**Above™ Board**	Increases your PC's capabilities by expanding its system memory up to 2MB (64K included).	$395	$288.35

Technology Services, Inc. has all the peripherals you need to expand the functions of your IBM PC or compatible micro.

With TSI's wide selection of low-priced peripherals, you can *quadruple* your RAM...plug into *Local Area Networks* (LAN's) as easily as you plug into a standard modular telephone jack...add *high-resolution, bit-mapped graphics* capability to your Lotus™ 1-2-3 or other database management software...*direct-connect* to other PC's, mainframes, databases and information services throughout North America.

We carry high quality, output-upping peripherals from Hayes,® AST Research, Paradise Systems, Polaroid,® Novation, Quadram, Persyst,™ Intel and others...peripherals that let you make full use of the latest software. And we're adding new ones all the time.

Prompt delivery, quality service and tech support.

When you're ready to order, just call. We'll respond quickly. And continue to respond, after purchase, with intelligent service and support. Our well-qualified staff of experts is eager to assist you in getting the most from your software and peripherals.

Our advanced new Purchase Order Tracking System assures you of getting your order faster than ever before.

*Open Market Purchase

On GSA Schedule!

Technology Services, Inc.℠

"The Government Software Center"

Western Regional Office:
1401 21st Street, Suite 308, Sacramento, CA 95814

916/443-6193

Eastern Regional Office: 703/354-8668 FTS Users: 202/354-8668

GSA Schedule B
Contract # GSOOK85AGS5150

Call today to place your order or request a GSA Schedule

The trademarks and registered trademarks shown are proprietary to their respective manufacturers.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Perspective from WASHINGTON

By Jeff Raimundo

Off-shore oil: Round 2

In this unusual city, where political intrigue can be anything from a matter of survival to a form of recreation, most people keep even their friends in front of them. Those directly involved in the wheeling and dealing that pulses through Washington seldom trust each other completely. But the utter totality of Interior Secretary Donald Hodel's renouncement of his month-old compromise agreement for oil drilling off the California coast stunned almost everybody involved in the negotiations.

RECALL THAT THIS PAST SUMMER, Hodel and a bipartisan team from the state's congressional delegation agreed to a plan to end a four-year moratorium that had blocked all oil drilling along the coast: The delegation agreed to release 150 offshore tracts (out of 6460, covering 1350 square miles) to exploration and possible development; Hodel agreed that the rest of the state's coast would be free of development pressures for at least the next 15 years. Both sides agreed the compromise was not perfect, even said some adjustments were likely, but all hailed it as an important breakthrough in a stalemate that had effectively blocked new oil exploration off California for more than a decade.

Under enormous pressures from the oil industry and — according to some sources — the White House, and citing the opposition of 11 California Republican congressmen, Hodel unilaterally threw the plan out six weeks later. Calling it "ludicrous," he said the compromise "doesn't even come close to striking a balance or being in the national interest," in part because the 150 tracts do not hold out sufficient promise for the oil companies. At the end of a 10-day tour of the state to sound out public opinion in more than a dozen cities, he said he had agreed to open up "the wrong tracts" — an incredible assertion by an administrator with the resources of an entire Cabinet department at his fingertips.

State congressional negotiators, led by San Diego Republican Bill Lowery, Carmel Valley Democrat Leon Panetta and Santa Monica Democrat Mel Levine, cried double-cross, although they were bewildered by the reasons for such a complete rejection by Hodel. While each side said they were willing to try to negotiate further, no meetings have occurred or appear likely soon and Hodel's credibility has been badly damaged. The secretary has failed to produce an alternate list of 150 tracts for consideration, and the Californians have introduced a bill to place a modified version of the compromise into law without Hodel's support.

The accusations and excuses have flown back and forth since Hodel's turnabout in September. But at bottom, whether by design or by chance, the episode has left the Interior secretary with a tactical advantage never enjoyed by one of his drill-at-all-costs predecessors, James Watt. After four years of blocking the Reagan administration's oil — exploration plans with a year-to-year moratorium on new oil exploration, the state's congressional delegation has found itself outmaneuvered and on the verge of losing all legal limitations on drilling. With both sides unsure of who had the necessary votes in Congress to prevail, the bargainers announced their compromise last July just one day before a crucial House committee vote. As a result, the delegation dropped its demand for extension of the moratorium, and the Interior Department's 1986 spending bill passed without it.

The next step in any possible extension of the moratorium must come, then, in the Senate. Congress has adopted a short-term government financing law that retains the moratorium through mid-November — but only because it includes by reference all budget language included last year. Under the arcane rules of Congress, however, if the Senate passes its version of the department budget bill for 1986 — which does not now include a moratorium — Hodel will be able to proceed largely as he pleases. As a result, California Senators Pete Wilson and Alan Cranston are fighting to block that bill from passage in the Senate to the point that they are willing to filibuster to stop it. If they are successful, last year's language will continue in effect, giving pro-moratorium forces time to try to round up support. But Hodel has the advantage because the Senate consistently has been unsympathetic to California's please for protection from offshore drilling. And the House has become increasingly impatient with California's annual pressures for a drilling freeze. In fact, last year lawmakers ordered the Californians and the administration to sit down and work out a compromise.

The most cynical among the state's delegation argue privately that Hodel agreed to the compromise one day before that crucial House vote knowing that he would later back away from the bargain. Others say he really did not suspect the vehemence of the opposition from the oil industry. While he may have entered into the bargain in good faith, it seems unlikely that Hodel was caught off guard by the reaction from either the American Petroleum Institute or the White House. This was no compromise reached at the staff level and merely initialed by Hodel and a couple of congressmen. The agreement was reached after several sessions of hard, direct bargaining between a Cabinet secretary, a dozen congressmen and the state's two senators in a locked meeting room in the Capitol. It spanned six weeks and several draft proposals.

HODEL SAID HE WAS MOVED to recant his support for the agreement by information provided by the oil companies and by the people he met with on his tour of California. That, too, seems questionable. In Santa Cruz, a citadel of conservationist sympathies, he was cheered for shrugging off Watt's neanderthal environmental image. Polls throughout the state show residents overwhelmingly opposed to offshore drilling, by a 2-to-1 margin in conservative Orange County. Where he heard opposition to the plan, it was for conflicting reasons. Oilfield workers wore pink shirts to represent the pink slips they said they would receive because of the agreement, and largely well-to-do residents of some coastal areas argued they did not want their beaches threatened with new oil derricks.

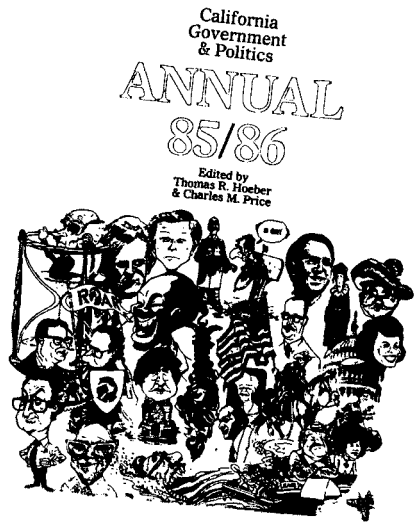
The 11 Republicans in the state's congressional delegation who sent a letter to President Reagan protesting the compromise also are suspect in their motivations. They objected that they had not been consulted in the negotiations and argued that the agreement would damage the nation's energy security and economy. The leaders of that effort, Congressmen Dan Lungren of Long Beach and Robert Badham of Newport Beach, have been two of the most vociferous opponents of a moratorium in the past. In a yes-but-not-in-my-district turnabout, both complained loudly that some of the 150 tracts to be developed under the July compromise lay off their shores. Badham, in fact, has now joined as a co-sponsor of the state delegation's alternative plan — now that the tracts near his district have been removed.

Leo Rennert is on vacation.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

BOOK BARGAINS FROM CALIFORNIA JOURNAL

Informative and entertaining books about California politics and history are always available from the California Journal Press, often at discount prices. The current selection:



Reporting: An Inside View, *by Lou Cannon.* How many of us know what really goes on behind the scenes in the complex process that determines what is and what isn't fit to print? Anyone interested in the workings of the press during the post-Watergate era will find *Reporting: An Inside View* fascinating reading. 1977. 6 x 9, 308 pages. $9.95 cloth, $4.95 paper.

California Government and Politics Annual, 1985-86. Published every year, the *Annual* consists of reprints of *California Journal* articles covering the various branches of government, elections, political reform, lobbying, taxation, local government, the environment, and much more. The book also includes a "Quick Guide to California Government and Politics." 8½ x 11, 128 pages. $5.95 paper.

Sacramento Political Vistors Guide. A 20-page, four-color guide for persons visiting the capital for the purpose of making their voices heard in the political process. Contains maps of the downtown area and the Capitol building, information on the legislative process, where to wine and dine, places to stay and how to get around. 8½ x 11, 1985. $1.95 ea.; 2-49 copies, 99¢ ea.; 50-99 copies, 74¢ ea.; 100 or more, 49¢ ea.

California Public Administration, 2nd Ed., *by T. Anthony Quinn and Ed Salzman.* This guide to the state's bureaucracy contains sections on the impact of Proposition 13, top executives, regulatory agencies, Legislature, judicial system, education and the bureaucracy. The book also contains diagrams showing the legislative process, the court system and the state's administrative agencies. 1982, 8½ x 11, 112 pages. $4.95 paper.

The California Political Action Handbook, Second Edition. This guide to the political game in Sacramento answers these questions: How can an organization or an individual win in Sacramento? What tactics should be applied when legislative emergencies arise? How can the bureaucracy be penetrated? How can elections be won? Price for the 32-page 5½ x 8½ handbook: $2.50 each; or 2-10 copies, $1.95 ea.; 11-49 copies, $1.50 ea.; 50-99 copies, 95¢ ea.; 100 or more, 80¢ ea.

Cartoon History of California Politics, *by Ed Salzman and Ann Leigh Brown.* An entertaining history of the state as drawn by political cartoonists from Nast to Conrad. This handsomely bound book contains 119 cartoons, most of them covering a full-page. An ideal gift for yourself or a friend. 1978, 8 x 8, 156 pages, paperback. New discount price: $3.95.

Reagan, *by Lou Cannon,* the definitive biography of President Ronald Reagan. "**Reagan** is a complete picture of the man and those around him, a fair but unsparing portrait of Reagan good and Reagan bad. It is a book which historians will treasure, written by a superb journalist who has been watching Reagan for years."

— John Chancellor

The 464-page hardcover book, published by Putnam in 1982, lists at $18.95. It is available to **Journal** readers at $10.95.

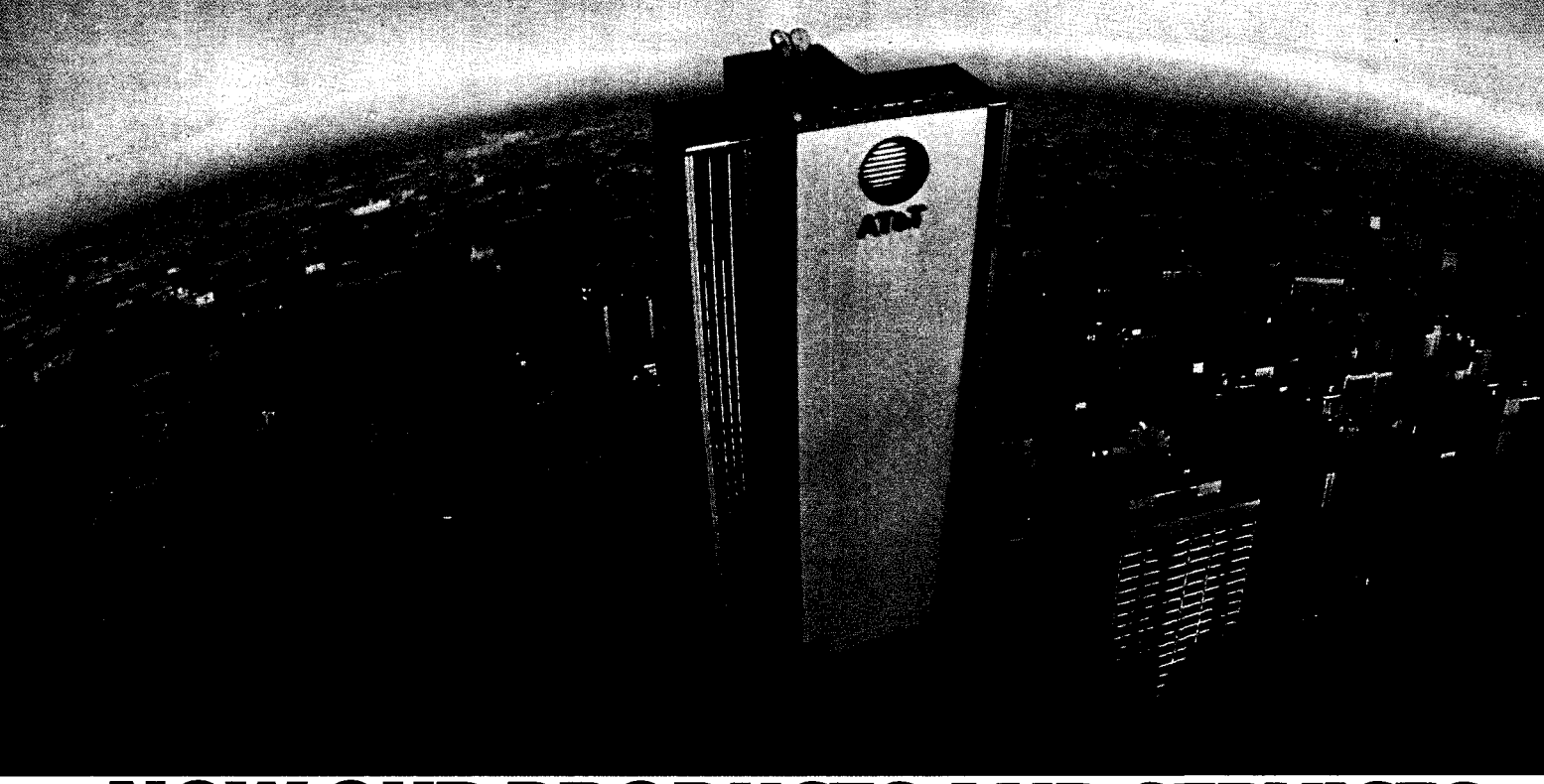
Almanac of State Government and Politics, 1985-86. Fourth edition. Contains 193 photographs and biographies of the state's leaders, maps, historical information on all branches of state government, election statistics and population information, and much more. 200 pages. $5.95 paper.

Binder: How about a binder to collect and preserve your *Journals?* A handsome gold-stamped naugahyde binder to hold one year's *Journals* is $7.95 (1970-85 dates available or no date).

Index: A yearly index to the *California Journal* for fast and easy research turns your magazine into a state government reference library. $2.95 per year.

Please add 6% sales tax to all orders. Use the handy insert card to place orders. Or just write your own order and send it with payment (Visa and MasterCard numbers accepted) to California Journal Press, 1714 Capitol Ave., Sacramento 95814.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



NOW OUR PRODUCTS AND SERVICES AREN'T THE ONLY THINGS ABOUT US THAT STAND OUT IN CALIFORNIA.

AT&T has become a lot more visible in California ever since we moved to our new Los Angeles headquarters.

But the fact is, we've played an important role in California for more than 100 years.

For Hollywood, we invented talking pictures. For the recording industry—stereophonic recording.

Each year, we support important community groups as diverse as the Los Angeles Philharmonic and The Mexican and American Foundation.

What's more, our payroll makes a 2-billion-dollar impact on this state's economy every year.

So you see, AT&T offers California more than outstanding telephones, information and network systems, long distance services and computers.

We offer you outstanding commitment, too.

AT&T
The right choice.

© AT&T 1985
Advertisement

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED